

The American Perfumer and Essential Oil Review

Vol. XXIII

Registered in U. S. Patent Office

No. 3

CONTRIBUTING EDITORS

DR. CLEMENS KLEBER
Clifton, N. J.
ESSENTIAL OILS

DR. MARSTON TAYLOR BOGERT
Columbia University
New York
SYNTHETICS

PROF. CURT P. WIMMER
Columbia University
New York
TOILET PREPARATIONS

DR. EDGAR G. THOMSSSEN
Winona, Minn.
SOAPS

DR. R. O. BROOKS
New York
FLAVORING EXTRACTS

HOWARD S. NEIMAN
New York
PATENTS, TRADE-MARKS
AND COPYRIGHTS

LEROY FAIRMAN
New York
MERCHANDISING

CONTENTS for May, 1928

EDITORIAL:

Association Work and the Convention.....	127
Giving Profits to the Future.....	128
Proceedings of 34th Annual Meeting of the A. M. T. A.	129
"Perfumery, Its Raw Materials and Their Application," by George Lueders	151
"The Manufacturing Viewpoint," by Dr. E. G. Thomssen..	154
"The Impelling Trend Toward Consolidation," by Sylvester Muldowny	157
"Reflections on the Chemical Senses," by Dr. E. G. Thomssen	161
Research Scholarship for Work in Ultra Violet Light.....	162
Bulgarian Rose District Damaged by Earthquake.....	163
Foreign Technical and Business News.....	164
Kelly Resale Price Bill Reported Favorably.....	165
Activities of Associations, Societies and Clubs.....	167

FLAVORING EXTRACT SECTION:

Program of Flavoring Extract Manufacturers' Meeting	169
Official Report Soda Flavors Manufacturers' Association	170
Federal Trade Board Bars Fruit Names on Imitations..	170
Pure Food and Drug Notes.....	171
Dr. James J. Durrett, New Chief of Drug Control....	171
Perfume and Soaps in Courts and Customs.....	172

TRADE NOTES	173
Chicago Trade Notes.....	186
Canada News Section.....	191
Trade Marks and Patents.....	193
Grasse Report on Flower Oils for May.....	198
Market Report on Essential Oils, Synthetics and Aromatics	199

SOAP INDUSTRY SECTION:

Soaps as Germicides; British Soap History.....	203
Separating Casein and Gelatine.....	204
"Soaps for the Hair," by Dr. E. G. Thomssen.....	205
Market Review on Soap Materials.....	208

ADVERTISING INDEX.....Next to Last Advertising Page

Copyright 1928

Published Monthly by PERFUMER PUBLISHING CO., 81 Fulton St., New York

LOUIS SPENCER LEVY, President and Treasurer

Telephones: Beekman 0791-2-3

Cable Address: AMPERFUMER, ABC 5th Edition

CHICAGO OFFICE: Joseph Esler, 37 West Monroe St., Phone Edgewater 3429

BOSTON OFFICE: Wm. G. McCarthy, 309 Washington St., Room 22, Phone Hubbard 8759

SUBSCRIPTION RATES

The United States and
Possessions
\$3.00 a Year

Canada, Cuba and Mexico
\$3.50 a Year

Foreign Countries
(In the Postal Union)
\$4.00 a Year

Single Copies
30 Cents

Oil Almonds, Sweet True

"StaffAllen's"



THE importance of super-pure Sweet Oil of Almonds is paramount to any consideration of price. To substitute an inferior oil is to prejudice the success of the finished product in order to achieve an apparent saving in cost.

High quality represents an investment which is gladly paid by the discriminating buyer who appreciates results. Substitutes are the real extravagance and Sweet Oil of Almonds, "StaffAllen's," is the true and enlightened economy.

UNGERER & COMPANY : New York
STAFFORD ALLEN & SONS, Ltd. : London

OTTO OF ROSE D'OR

THE same strict adherence to quality standards which lifted the firm of Botu Pappazoglou & Co. to the forefront furnishes the guarantee back of Otto of Rose d'Or today. Methods of cultivation and distillation have changed during the period but Botu Pappazoglou & Co. have kept pace with all improvements.

Now, as in the past, Otto of Rose d'Or is the choice of the discriminating perfumers who are accustomed to discount unsubstantiated claims and who buy on a proven basis of quality and value received.

UNGERER & COMPANY : : New York
BOTU PAPPAZOGLU & CO., Kazanlik, Bulgaria

The American Perfumer

and Essential Oil Review

Registered in U. S. Patent Office

The Independent International Journal devoted to Perfumery, Toilet Preparations, Soaps, Flavoring Extracts, etc.
No producer, dealer or manufacturer has any financial interest in it, nor any voice in its control or policies.

All editorial and news articles including illustrations which appear in this journal, are copyrighted and may be reproduced either in whole or in part only by special permission of the publisher.

Established 1906

NEW YORK, MAY, 1928

Vol. XXIII. No. 3

Association Work and the Convention

THE association of the American Manufacturers of Toilet Articles has just closed another of its long series of annual conventions, and again it is our pleasure to record the continuous progress of the work of the association and the success of its annual meeting.

Some fears had been expressed regarding the attendance at this convention and these were in part realized, especially with respect to the active members. A few less than usual of these members were represented and some of the familiar faces were missing.

It is possible that the members are so well satisfied with the way in which association affairs are conducted and so confident of the ability of the officers, members of the executive board, and committees, that they feel the annual convention to be a formality at which their attendance is hardly necessary. The association is both fortunate and unfortunate, if this is the case; fortunate in the possession of officers enjoying the complete confidence of the membership, but unfortunate in the fact that the members themselves do not attend the meetings in greater numbers. We would again point out that the value of the association to its members is directly proportionate to the interest and activity of the members themselves, and the measure of the benefit that they derive is the contribution that each makes for co-operative work.

A large part of the work of the A. M. T. A. is carried out in the meetings of the executive board and of the various standing and special committees. These sessions are held periodically throughout the year and many important problems are discussed and virtually solved in meetings of comparatively small groups. Hence the convention itself has come to be more and more a matter of hearing reports on the progress made during the year, and suggesting work for the committees and the executive board for the coming year. But it is not any the less important on this account.

Among the high lights of the recent convention were the reports of the Washington representative and general counsel which again showed that these two offices are among the most important in the association. The legislative situation reached an acute stage this year and concerted efforts on the part of the general counsel

and the Washington representative were necessary to defeat several state and national proposals. This matter of legislative restriction on the industry was discussed fully and frankly at the final business session, and it was after such discussion that a resolution to oppose all attempts to hamper the industry by the enactment of restrictive laws was finally adopted, sentiment being that "innocuous" federal laws would be only an entering wedge for further restrictions by both Congress and the several states.

In the absence of G. A. Pfeiffer, a preliminary report on research work was read by Col. Marston T. Bogert of Columbia University. Unfortunately the progress of this important phase of activity has been hampered to some extent by apparent indifference. While the work may seem to have little bearing upon the immediate profits of the industry, it is likely to be of great importance in the future. It is to be hoped that the executive board, to which the report was referred with power to act, will decide to continue the excellent work under Col. Bogert's direction.

Raw material problems were discussed in several of the addresses presented. Among these the talk of Dr. Doran on alcohol and the paper of George Lueders on raw materials and their relation to the industry stood out as important features.

The resolutions which were adopted again placed the association on record on several important problems. Perhaps some issues worthy of discussion and resolution were not considered, and possibly a greater degree of general discussion would have been desirable, but much of lasting good was accomplished; every one enjoyed the entertainment features; and more important still, the individual members of the association were brought into a closer co-operative relationship.

We wish for the association many more successful meetings and an even greater degree of interest in all phases of its work on the part of every one of its members.

The value of the co-operative work which has been accomplished by the American Manufacturers of Toilet Articles should be apparent to every one of the members. It is our sincere hope that the realization of its value will lead to even more active participation in its work.

Giving Profits to the Future

DESPITE the fact that since the war more time and money has been spent by American industry on development work than before with excellent results so far as they went, it can hardly be said that American industry has more than scratched the surface of the research problem. There is a certain trend in industry toward the employment of men to develop new products, new processes and even new markets, but the work is hampered by officials, in many instances more anxious about the immediate dividend than they are about the future, officials who see the results of muddled progress during the post-war period and believe that these results will enjoy a growing repetition without effort through all the difficult years to come.

Skimping on trained researchers, skimping on their salaries, skimping on the facilities they are given, and even skimping on the space which they occupy in the plant, have been the cause of frequent complaints from technical men. Perhaps they have overemphasized their woes. Possibly they are unable to see the necessity for immediate earnings. Their eyes may even have been blinded by "pure science." But industry has begun to feel the effects of this too great economy.

It is hardly necessary to point again to the pre-eminent place in chemistry which the German industry occupied before the war almost wholly as the result of years of effort in the laboratory; nor yet to call attention to the former (?) leadership of the French in perfumes, again the result of careful and painstaking development work covering many years.

In America, there is a profound lack of understanding as to what research is. Leaders in our industrial life have a hazy idea that they can shut a man or two up in the laboratory with some mysterious apparatus and at the end of a time, preferably a very brief one, they will emerge triumphantly with something which will at once save the firm huge sums of money and add these sums to the dividends.

Students working on some frequently solved problem occasionally dignify their work with the name, research, and may even be encouraged in it by their teachers.

Perfumers have been known to spend days duplicating some well known odor, which has achieved success and reputation. Others have worked out formulae which closely imitate a cream or powder already upon the market. These may be perfectly legitimate operations, but they are not research. It is doubtful whether they add anything to the industry excepting some additional competition of a more or less questionable sort.

It is a noteworthy fact that there are a relatively small number of houses in the perfume and toilet preparations industry which may consistently be expected to bring out a new product or a material improvement of an old one quite frequently and regularly. It is also noteworthy that these few firms are generally looked upon as the leaders in the industry. Others have been quite successful in making duplicate or similar products. Some have purchased very excellent formulae. A few have inherited processes for worthwhile products. But the leaders have ever been the originators. And the originators have been the ones who have given

OUR ADVERTISERS

A. L. van AMERINGEN

30 Irving Place

New York

AMERICAN PERFUMER & ESSENTIAL OIL REVIEW,
81 Fulton St., New York City.

GENTLEMEN: During the past week, two of my friends commenting on our advertisements in THE AMERICAN PERFUMER, asked me whether I really thought it paid to spend so much for advertising.

You yourselves may be interested to know the results obtained from the four-page insert which we have been running for quite some time in your journal.

In February of last year, we opened our Laboratory in Orange, New Jersey, and started to advertise the different products which we manufacture there, in your trade journal. By the end of 1927 we were forced to work overtime regularly, and since the end of February, 1928, we have been working continuously for twenty-four hours per day, seven days per week.

Most of the orders which caused us to work under full pressure were traced back directly to inquiries received from our "ads" in your paper.

Very truly yours,

A. L. VAN AMERINGEN.

time, energy and money to the problem of building up something which did not exist before.

The industry has made wonderful progress during the last few years. It is to be hoped that the growth will be a continuing one. Progress must depend upon the development of new products, of new ideas in production, of new methods of selling to new markets. Imitations and duplicates may have their temporary place along with backward production methods and antiquated sales efforts; but the future remains only to those who work to deserve its rewards.

A good start on co-operative research has been made. Ten times as much could be done without cutting into the industry's collective profits to any extent, should sound (?) business methods prevail and only a minimum be appropriated for the future good of the industry. We should like to see ten times as much done during the next year in addition to the individual efforts, which must continue on an increasing scale if the American toilet preparations industry is to hold the place which it has won in this and other markets.

The "Smart" Man Is Ignorant

Ignorance is always indifferent to the truth. Be indifferent and you are sure to be sized up as ignorant, remarks *Silent Partner*. I know several young fellows who are holding down jobs and they are absolutely indifferent to the interests of the industry that pays them. They think they are "smart" enough to get by, but the manager knows that they are only indifferent, but they think they are "smart."

Proceedings of A. M. T. A Convention

Thirty-fourth Annual Meeting, Ambassador Hotel, Atlantic City, N. J.



JOHN A. HANDY
(President)



H. H. BERTRAM
(1st Vice-president)



V. C. DAGGETT
(2nd Vice-president)



DANIEL J. MULSTER
(Secretary-Treasurer)

OFFICIAL STAFF OF A.M.T.A. FOR YEAR 1928-29. *President*, JOHN A. HANDY, Buffalo; *First Vice-president*, H. H. BERTRAM, New York; *Second Vice-president*, V. C. DAGGETT, New York; *Secretary and Treasurer*, DANIEL J. MULSTER, New York. *Executive Board*—C. M. BAKER, New York; G. A. PFEIFFER, New York; DR. E. G. THOMSEN, Winona, Minn.; EVERETT B. HURLBURT, Glastonbury, Conn.; GILBERT COLGATE, New York; F. C. ADAMS, Cincinnati; W. L. SCHULTZ, Hoboken, N. J.; D. H. MCCANNELL, New York; A. M. SPIEHLER, Rochester, N. Y.; NORTHAM WARREN, New York; E. H. KOEHLER, New York; FRED S. ROGERS, Middletown, N. Y.

The sixth annual convention of the American Manufacturers of Toilet Articles and the thirty-fourth in succession to the Manufacturing Perfumers' Association of the United States was held at the Ambassador Hotel, Atlantic City, N. J., May 7 to 9 inclusive. For the second time in succession the popular coast resort was chosen as the meeting place for the association and the attendance and enthusiasm in evidence at the session again demonstrated that the Executive Board had made no mistake in choosing it as a meeting place. The attendance at the meeting was slightly below that of last year but in this the weather played an important

part. Despite somewhat unfavorable conditions in this respect, registration was very near the mark established last year and was well above that of many recent meetings of the association.

In spite of the fact that Atlantic City affords so many excellent forms of entertainment, the business sessions were very well attended and the spirit and enthusiasm of the members resulted in much interesting discussion of trade problems and a rapid and efficient transaction of the business of the association. The reports of officers and committees were effective and to the point, the speakers were well chosen and the messages which they conveyed to the members were unusually helpful and instructive.

The entertainment program was featured by golf, trap-shooting and bridge, for prizes, in addition to swimming, rolling chair rides, sightseeing tours and all of the other attractions for which Atlantic City is famous.

Address of Dr. Julius Klein

The meeting was opened by President C. M. Baker, who announced that for the moment he would withhold the president's address and introduce Dr. Julius Klein, director of the Bureau of Foreign and Domestic Commerce, U. S. Department of Commerce, whose work made it necessary



C. M. BAKER
(Executive Board)



E. H. KOEHLER
(Executive Board)



F. S. ROGERS
(Executive Board)



GILBERT COLGATE
(Executive Board)



G. A. PFEIFFER
(Executive Board)



DR. E. G. THOMSEN
(Executive Board)



E. B. HURLBURT
(Executive Board)



F. C. ADAMS
(Executive Board)



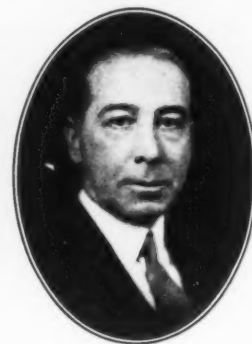
W. L. SCHULTZ
(Executive Board)



D. H. MCCONNELL
(Executive Board)



A. M. SPIEHLER
(Executive Board)



NORTHAM WARREN
(Executive Board)

for him to proceed to New York immediately. Dr. Klein made an unusually interesting and forceful address on foreign and domestic trade problems as they affect the toilet preparations industry. His address in part was as follows:

Dr. Klein's Address

"In the 'medieval period' of our foreign trade—the dark ages before the War—it was a common practice for our more experienced foreign competitors to advise us in amiable, patronizing fashion that after all we were mere children in the foreign field. Whatever success we had achieved was due on the one hand to the abundance of natural resources which enabled us to send quantities of raw materials across the Atlantic, and on the other hand to a certain talent for inventing ingenious little patented devices for which there was a moderate market in a few of the most advanced communities.

"But as for the fundamental virtues which were the foundation stones of every large substantial advance in foreign trade, those indispensable assets of expert packing, shrewd credit policies, skilled overseas agents, widespread national shipping facilities, exceptional cable connections, etc.—all of these were so predominantly in the control of our competitors that our success was altogether unthinkable.

"This legend of our general incompetence was so skillfully and widely circulated that it came to be accepted even in otherwise sensible business circles. Then came the War and with its appalling destruction of men and materials there

were also destroyed a number of far less valuable elements of society, not the least of which were these tales of our presumed unfitness for foreign commerce. When it came to packing, the prodigious task of feeding and clothing two million men across the Atlantic taught the packing departments of our factories a lesson the like of which the world had never even dreamed of. Today the results of that vast experience in expert, efficient boxing and crating are being demonstrated in almost every shipment that leaves our shores.

"As for credits, it is true that some phases of this field were developed by manufacturers of farm implements and sewing machines in pre-war days, but the astonishing development of our installment selling since 1919 in the automotive and other fields has been so uniquely successful that the rest of the world has looked on in incredulous amazement. Even the most fanatically anti-American critic across the seas would not dare to question the world wide repercussions of these American credit operations since the War.

"Similarly, we were undoubtedly handicapped before 1913 through a lack of American commercial 'colonies' in the leading trade centers across the seas. But the war-time termination of relations with enemy firms, which had previously served as outlets for so large a portion of American exports, threw our merchants on their own responsibilities, and today by far the greater part of our trading in foreign countries is handled either through American agents or through natives who have undergone rigorous training in

this country or foreign countries under American influence.

"To cite another instance, our European rivals were fond of persuading us in pre-war days that we were not able to compete with them in exporting fine quality luxury specialties. These 'refinements of adornment,' we were told, represented a type of commodities which were the special prerogative of cultured, artistic Europe and the despair of crude materialistic America. According to this suave assumption we would be wise to confine our mass production instincts, so far as any contributions toward mankind's personal beautification is concerned, to the lowly mechanical accessories—wash basins and bath tubs. Why not admit that we are the world's master plumbers and stop there?"

"But the difficulty with that obliging decision is that while it may be satisfactory to our trans-Atlantic competitors, it somehow has not been accepted by our manufacturers of toiletries, who have been singularly unaccommodating in this regard. Whether the plumbers or the 'cosmeticians' are deserving of the major credit for initiating this development, there is no doubt whatever that the two go together; our present annual output of \$40,000,000 worth of bath tubs goes hand in hand with our \$200,000,000 production of toilet preparations, a combination which our rivals might find it difficult to duplicate. Incidentally, if there is anything in Europe to match the artistry, the good taste, and at times even the gaiety with which we have decked out our bathrooms in recent years, the 300,000 American tourists who swarm all over the Old World each summer have yet to report it.

"With such domestic inspiration our manufacturers of cosmetics, soaps, tooth paste, and similar accessories to cleanliness and comfort have built up an export trade of \$12,000,000 all over the world. For more than one firm a moderate portion of this has represented just enough margin to swing the final balance sheet each year out of the fateful red ink column. And this factor of supplying the last crucial margin of the 'prosperity balance' is just what export trade is now doing for some thousands of plants all over the country. Many of these are small inland establishments which a few years ago would have felt themselves hopelessly isolated and outdistanced in foreign trade by their seaboard rivals.

"Of course, there are many obstacles in your way; strongly entrenched native competition, as in Germany, France, and Switzerland; government restrictions and regulations such as those requiring the registration of formulae or the use of elaborate specialized marking on containers; prohibitive or discriminatory tariffs; scantily educated consumers; and so forth. But these are by no means insurmountable. In fact, save in exceptional instances, every single one of them can be at least partially overcome through accurate trade research; systematic advertising, which is particularly necessary in the case of many characteristically new American specialties; the careful selection of agents, avoiding those of competitive nationalities wherever possible; the fullest exploitation of new forms of mass distribution through chain stores; and, above all, the shrewd appraisal of buying power and of the factors affecting it.

"Nothing has been more clearly demonstrated since the War than that the world's markets are constantly changing. There have been almost dramatic upheavals in living standards and truly surprising awakenings in hitherto dormant areas. In many Moslem lands in the Orient where our trade in general has increased some six hundred per cent since 1913, there seems to have been only recently the discovery of

the possibility of American collaboration in fulfilling the truth of the Koran's admonition that 'Thou shalt find thy happiness on earth through prayer, love, and *perfumery*.' In the China trade in toilet preparations our place has risen from fourth in 1916 to second at present. It would seem highly worth while, therefore, to watch the changes in old markets and the development of new ones, particularly in small, hitherto neglected countries. For instance, it is not generally realized that the black republic of Haiti is one of our best overseas markets for soap.



W. L. CROUNSE
(Washington Representative)



ABEL I. SMITH
(Counsel)

"The relatively greater picturesqueness of these foreign opportunities should not divert attention from the less spectacular but far more ominous obstacle to our business progress, namely, the elimination of the appalling wastes in distribution. We have heard much of mass production, but this 'mass mania' has not yet extended to a more intensive effort toward *mass profits*, and especially to more widely *scattered profits*. In 1925 nearly fifty-two per cent of all the corporate profits were made by less than one-fifth of one per cent of the corporations in the country. A well known business observer has pointed out that *Dun's* 'bible of credit' shows the status of 2,100,000 firms; but the seven top classifications, namely, those from AA to C, include only 26,000 firms, and this little group does eighty per cent. of the country's business.

"We seem, however, to be turning the corner in this important stage of our business progress. The tendency is clearly in the direction of new strength for the smaller firms. One evidence of this is the steady growth of associated and co-operative effort, which has been especially helpful to the moderately sized organizations in contending with the ever-increasing pressure of competition. No longer do we hear that 'my business is different'; the sentiment is rather 'let's see what problems your business and mine have in common,' which is a vastly significant change in commercial and industrial psychology and one which sharply distinguishes American from European trade philosophy.

"Waste reduction is the paramount issue before the two thousand or more trade associations now active in every industry in this country. There is an increasingly insistent demand for every possible collaborative effort in the establishment of precise facts as to costs, as to markets, as to trade practices—for facts and for the combined moral force of the associated membership in sanctioning the conclusions drawn from those facts. But the field for further accomplishment is still large. It is said that not over nine per cent. of the manufacturers in the United States have ade-



TRAPSHOOTERS AT THE CONVENTION

1. I. W. England, 1st Prize. 2. Left to Right, I. W. England, Paul W. Hyatt, W. R. Janney, E. S. Hagerthey, W. G. Mennen, A. H. Wirz, S. H. Corkran, L. S. Levy (not shooting). 3. W. G. Mennen, 2nd Prize.

quate cost systems. If this is the case with the producers, what a microscopic fragment must be the proportion of distributors who are similarly informed!

"Quite obviously we must know more about the actual costs and relative importance of different types of distribution before we can arrive at any glib generalities. Last year the Department of Commerce collaborated with certain chambers of commerce in a sample census of distribution in eleven cities. This revealed many striking facts which had never before been appreciated. To take some specific instance, in the trade in toilet articles the survey revealed that only twenty-five per cent. of the retail sales of these lines in the city of Atlanta and thirteen per cent. of those in Kansas City were made by department stores, whereas the percentage in Baltimore and Chicago was forty-nine, and in Denver and Providence forty-six. The reasons for this wide discrepancy would seem to be worthy of some careful scrutiny on the part of manufacturers and distributors. Similarly the drug store distribution of these commodities is widely divergent: Fifty-two per cent. of the total retail volume in Kansas City and Seattle, fifty-seven per cent. in Atlanta, but only fourteen per cent. in Chicago. On the other hand, the latter city sells no less than twenty-nine per cent. of its articles in these lines through five-and-ten-

cent stores, whereas the proportion moving through such stores in most of the other cities listed varies from seven to nine per cent.

"Clearly, there is room for more precise information and particularly for more active study and application of that information. The head of a great motor corporation has designated the establishment of definite facts as the first obligation of his executive staff. But with this we must also have the thorough analysis and actual utilization of these facts, not simply by a few of the larger concerns which owe their strength to this very practice in large part, but also by the solid ranks of moderately sized firms which are relatively even more in need of such precision in their operations if they are to survive the constantly stiffening pace of competition at home and abroad."

Dr. Klein's address was received with prolonged and enthusiastic applause and was accepted upon motion with a rising vote of thanks.

The President's Address

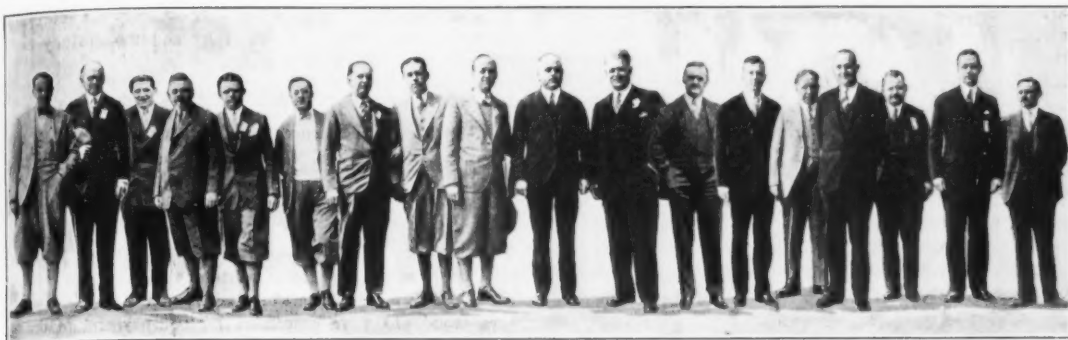
President Baker gave an account of the work of his office during the last year in a very effective address. He spoke, in part, as follows:

"As chairman of the executive committee, I report that



LADIES' BRIDGE TOURNAMENT GROUP AT THE AMBASSADOR

(Prize Winners: Mrs. A. D. Armstrong, standing second from left, Mrs. E. V. Killen third from left.)



MEMBERS OF THE CONVENTION COMMITTEE

Left to right: A. L. van Ameringen, E. S. Hagerthey, A. von Isakovics, P. R. Drever, C. E. Kelly, A. H. Bergmann, L. R. Root, N. P. Courtney, A. C. Burgund, L. S. Levy, Chairman, R. M. Krause, F. T. Dodge, A. F. Brady, D. C. Applegate, P. C. Magnus, C. R. Hammond, E. Hoffman, Jr. Dr. E. C. Kunz.

since our last convention we have had eight meetings in New York City. More than a quorum was present at each meeting. Practically all of the New York members of the committee attended every meeting and some of the out-of-town members attended several.

"At these meetings, the committee disposed of routine association matters needing its attention, and was kept informed by Mr. Crounse and Mr. Smith, who attended the various meetings, of the situation in their respective fields. Bulletins issued by the secretary's office have in turn kept the membership posted on all matters of importance which have arisen during the year.

"On your behalf and my own, I want to thank the other officers and the members of the executive and other committees for the great amount of time they have spent in the interests of the association, and Mr. Crounse and Mr. Smith for their invaluable work and advice in guiding our policies.

"A situation which has required the close attention of the executive committee during the last year has been the so-called 'model cosmetic bills' in several states and in the Federal Congress. We have energetically and consistently opposed any such legislation. Unless it is definitely demonstrated that a necessity for such legislation does exist, I hope that, as an association, and, most important, as individual members, we will continue to take this same attitude.

"It is essential that we present an unbroken front on important matters of this kind. It is obvious that before a committee or in the press our position is very greatly weakened if it appears that even our own members are not in accord with the association's policy. Any member who is inclined to act independently and in opposition to the association's policy on any important question should, it seems to me, first make every effort to reconcile his views with those of the majority in the organization. If he cannot be satisfied, he may then take his own course.

"The bulletin of the Chain Store Research Bureau, dated April 16, states that of the sales of the variety chain stores in the East for the first three months of this year, toilet articles amounted to 9.16 per cent. This is three times the amount of business done in these stores on toys or on kitchen utensils and several times the amount done on some other classifications ordinarily prominently associated with five and ten cent store merchandising.

"The last Curtis Advertising Book states that during the

year 1927 fifteen million dollars was spent in advertising toilet goods in thirty-two leading national magazines. It is estimated that an additional five million was spent in the magazines not included in the Curtis estimate—say twenty million dollars for magazine advertising. It is quite probable that at least an equal amount was spent in newspaper advertising during the same year. That makes \$40,000,000.

"This roughly represents the amount which our industry last year paid to publications in this country. There is no doubt but that our business is important from their standpoint when it is considered that of all the industries participating in national magazine advertising the group known as 'drugs and toilet articles' stood first in total amount spent, substantially exceeding that of the food industry which was second, and the automotive industry which was third.

"The selling price at retail of all the products of our industry represents the public's measure of the value of our industry to it. You proprietors know what your business is worth to you. Considering the wide importance of our business and the value of our own businesses to each one of us, are we doing all we should to protect its good-will from the discredit that can come to it through misstatements and exaggerated claims from within and unfounded criticism from without?

"Our industry is peculiarly vulnerable to deliberate attack or innocent misstatement. Doctors, editors and other professional people seem to take delight in aiming incorrect statements at it. During only the last few months several such ridiculous statements have been brought to the attention of the association. A few weeks ago important publicity was given to a statement of a doctor in Hartford that face powder, on account of the orris root in it, was an important cause of asthma. Two weeks ago today a dispatch from Washington was given important news space in the New York *Herald Tribune* in connection with Federal cosmetic legislation and interstate traffic in cosmetics containing poisonous ingredients. The article stated that the use of such cosmetics was costing billions of dollars annually and gave part of an alleged statement by the chief dermatologist of Greenpoint Hospital, Brooklyn, as follows: 'A greater part of the huge sum spent on cosmetics in this country is wasted. In many cases these cosmetics produce skin diseases and serious illness.'

"The appearance and wide publication of absurd statements such as these occur all too frequently. When they

are brought to the attention of the association we try to correct the situation not by inducing the author of the misstatement to make a retraction, but by attempting to correct his false impression and prevent him from making further similar statements. Whenever you hear of the publication of any kind of statement which might tend to bring discredit upon our industry, please send the particulars to Mr. Smith.

"There is plenty we can do within our industry to bring it into more favorable repute. Some manufacturers, in spite of the pure food and drug laws and in spite of the higher advertising ethics which prevail now, as compared with twenty-five years ago, persist in making in their advertising exaggerated claims which, as regards a large part of the public, can bring only discredit upon not only the merchandise made by that particular manufacturer, but upon toilet articles in general. The following excerpts are taken from recent toilet article copy:

"The magic of this product transforms the skin. It lifts away wrinkles and restores youthfulness. It brings a clear, beautiful complexion almost over night."

"In five days I will give you a magnetic personality."

"Unmask your hidden beauty. With the aid of this product you can peel off freckles, tan, pimples, acne, blackheads, liver spots, wrinkles and sallow, muddy or oily skin."

"Can statements such as those bring anything but ridicule to an industry? This association and others have done a great deal to induce manufacturers to clean up their advertising copy, but we can do a lot more if instances of exaggerated statement, unfair claims or other forms of copy that are discreditable are brought to the attention of the secretary's office.

"Let us assume that forty million dollars was spent in advertising toilet articles in publications alone last year. How much more was spent in street car and outdoor advertising, in sampling, in demonstrating, in circularizing and in window display work? Ten million dollars for these other forms of advertising would be a modest figure. That makes fifty million dollars altogether. Fifty million dollars to educate women to the proper use and enjoyment of toilet articles.

"We have a big investment in this business and we are spending our lives in helping to build it up. Let's spend a little more time and pains in getting our industry in a more invulnerable position—one safer for all of us.

"Let's give more attention to its ethics so that there will be less opportunity for our critics to find openings. Any progress in this direction will certainly bring us increased public confidence and increased volume.

"This association is the proper, logical agency for helping to do this task, but it can only function to the extent that the individual members are willing to co-operate. Perhaps you will feel that the executive committee, or even some committee especially appointed for the purpose, should formulate some comprehensive plan to handle the situation."

The following resolution was adopted:

Resolutions on President Baker's Recommendations

Whereas, Our president in his annual address has pointed out the importance of a closer and more loyal co-operation of the active membership with the officers and Executive Committee of the Association in the vital work undertaken for the general welfare of the Association; therefore be it

Resolved, that the active membership be urged to take a more public spirited, concerted and loyal interest in the affairs of the association; and be it further

Resolved, that the association also endorses his entire address and urges that it be carefully and thoughtfully considered by the entire membership.

Secretary and Treasurer Reports

Secretary and Treasurer H. H. Bertram presented the following report of the activities of his office during the last year:

"1. *Membership*. At the last convention your membership totalled 212—91 active and 121 associate members. During the year 1 active and 8 associate members (total 9) were elected; 4 active and 5 associate members (total 9) resigned (2 through mergers); 4 active and 7 associate members (total 11) were suspended for non-payment of dues.

"The net loss for the year was therefore 11 members, making the present membership 201—84 active (a loss of 7) and 117 associate (a loss of 4).

"*Elections*. As a mark of affectionate esteem, William R. Bradley, one of our ex-presidents, and a man who gave much of his time and energy for a number of years to the work and responsibilities of your association, was unanimously elected an honorary member.

"The following members were elected:

ACTIVE

Marie Earle, Inc., New York, N. Y.

ASSOCIATE

Aluminum Co. of America, Edgewater, N. J.; The De Vilbiss Company, Toledo, Ohio; Emery Candle Company, Cincinnati, O.; Pneumatic Scale Corp., Ltd., Norfolk Downs, Mass.; Quartin Mfg. Company, Ozone Park, N. Y.; Salem Glass Works, Salem, N. J.; Karl Voss Corp., Hoboken, N. J.; Veit Son & Co., New York, N. Y.

RESIGNATIONS

Active—D. R. Bradley & Son, R. H. Macy & Co., Plexo Preparations, Inc., Pompeian Company. *Associate*—O. A. Brown, Davis & Orem, Monongah Glass Co., Veit Son & Co., Weimann Brothers Mfg. Co.

"II. *Bulletins*: Thirty bulletins containing vital legislative and other news of extreme interest were mailed during the year.

"III. *Trade Mark Book*: There were compiled and issued gratis to every member two supplements (Nos. 3 and 4) to our book of registered and unregistered trade marks.

"The publication of this book and its supplements is a valuable part of the work of the Association. Its use should save our members much time and oftentimes expensive litigation.

"It is intended that two supplements shall be issued each year, thereby keeping this information always up to date.

"IV. *Meetings Executive Board*: During the year eight meetings of your Executive Board were held in New York City."

The secretary and treasurer's report was as usual referred to an auditing committee.

Communications Read

Communications were read from the city of Detroit requesting the association to hold its annual convention in that city next year. A telegram from Joseph Batzouff & Fils and letters from James E. Davis, Richard Hudnut, Alfred G. Wright, and William A. Bradley were read by the secretary.

Louis S. ...
mittee, re-
ment feat-
during the
services of
the various
half of the
operation
prizes for
Those
Americ
Co., Carr
Dreyer, I
ville Co.,
Bros., Un
Co., Whit
Co., Flor
Givaudan
Atlas Gla
Lueders
Inc., Ow
nie Paren
Special
tributions
Troubad
Scovill M
souvenir
vention c

In th
avoidably
Committe
part:

"We h
but as f
threatene
are not
industrie
pass spec
eral statu
our prod

"It is
and surv
vanced.
the legis
tire men
having p
work fe

"The
and again
duced in
killed in
active ar

"Rega
for the
sentative
called C
New Yo
sity of
"In vi
Represe
will con
importa

Convention Committee

Louis Spencer Levy, chairman of the convention committee, read his report for the year, outlining the entertainment features which had been provided for the members during their stay in Atlantic City and paying tribute to the services of the committee which assisted him in providing the various features. Mr. Levy also acknowledged on behalf of the association and the committee the generous cooperation of the associate members in providing funds for prizes for the golf, trapshooting and other sports.

Those who contributed to the fund were:

American Can Company, F. N. Burt Co., W. J. Bush & Co., Carr-Lowrey Glass Co., Dodge & Olcott Co., P. R. Dreyer, Inc., Heine & Co., Karl Kiefer Machine Co., Ross-ville Co., E. N. Rowell Co.; Salem Glass Works, Swindell Bros., Ungerer & Co., A. L. van Ameringen, Van Dyk & Co., White Metal Mfg. Co., W. F. Robertson Steel & Iron Co., Florasynth Laboratories, Inc., Fritzsche Brothers, Inc., Givaudan-Delawanna, Inc., Hagerty Bros. & Co., Hazel-Atlas Glass Co., Illinois Glass Co., R. M. Krause, George Lueders & Co., Magnus, Mabee & Reynard, Inc., Morana, Inc., Owens Bottle Co., Continental Can Co., Compagnie Parento, T. C. Wheaton Co., Ralph W. Wilson.

Special acknowledgment was made of the following contributions: Sun Tube Corporation, services of the Ipana Troubadours for music at the annual banquet and dance; Scovill Manufacturing Co., etched metal cigarette boxes as souvenirs at the banquet; Foxon Co., candy; and the convention committee, special prize to be awarded.

Report of Legislative Committee

In the absence of A. M. Spiehler, chairman, who was unavoidably detained at his home, the report of the Legislative Committee was read by Secretary Bertram. It follows, in part:

"We have heard a lot about 'less' legislation in business, but as far as our industry is concerned, we have more threatened Governmental interference than ever before. We are not only subjected to the general laws applicable to all industries, but of recent months an effort has been made to pass special legislation not only at Washington but in several states to interfere quite materially and needlessly with our products.

"It is very difficult to point out just what acute activities and surveillance prevented bills introduced from being advanced. Messrs. Crounse and Smith, with the assistance of the legislative committee, Dr. Wimmer and, in fact the entire membership, are entitled to a great deal of credit for having prevented this interfering legislation. The principal work fell to our counsellors, Messrs. Crounse and Smith.

"The Massachusetts Bill, having been introduced last year and again this year, and the Doyle Bill, having been introduced in Albany last year and again this year, were both killed in committee. The proponents of these bills are still active and call for continued watchfulness.

"Regarding Federal legislation, both Mr. Smith, counsel for the association, and Mr. Crounse, Washington Representative, actively protested against the enactment of the so-called Copeland Bill and both were present at meetings in New York and took part in the discussions as to the necessity of the bill.

"In view of the comprehensive report of our Washington Representative covering Federal legislation, this Committee will confine itself to a brief summary of some of the more important happenings of the year.

"One of the outstanding developments has been the working out of the policy of the Prohibition Bureau with respect to the allocation of alcohol production among distillers and the 12½ per cent reduction in output. Due to Commissioner Doran's intelligence and firmness and his determination to protect legitimate users in a full supply of alcohol at a reasonable price, his policy thus far has worked out with eminent satisfaction to our members.

"Throughout the year our Washington Representative has been obliged to give a great deal of attention to the alcohol bond situation. The surety companies have been unusually persistent in an effort to increase bond premiums and it has required great activity and vigilance to secure for our members adequate bonding facilities at former rates. Your committee doubt whether our membership appreciates the very great saving they have been able to make during the past year as the result of their membership in this association. Up to the present time practically all of our members have been able to renew their bonds at old rates, while many other alcohol users are paying substantially higher premiums.

"Your committee feel that they express the unanimous opinion of the members of this organization that Commissioner Doran, who is himself an accomplished chemist, can be relied upon to employ proper denaturing materials and to develop the industrial alcohol policy of the Bureau in the future, as in the past, along scientific, up-to-date lines that will redound to the advantage of all the alcohol-using industries.

"We feel that our Association is to be congratulated upon the outcome of the recent revision of Prohibition Regulations 2 and 3 and the subsequent adjustments made in the provisions relating to size of containers, commercial labeling, etc. The regulations are now far more satisfactory than formerly and enable every user of alcohol to operate with a clear understanding of the requirements of the law.

"Most encouraging progress has recently been made in the consideration of the Capper-Kelly Price Protection Bill. At the current session, the bill was carefully examined by a sub-committee of the most experienced members of the House Committee and ordered to be reported to the full committee.

"A new menace seems to be disturbing a good many of our active members. The Legislative Committee has received complaints of counterfeiting and it has been suggested that our counselors take steps to put real teeth into the law to punish all counterfeiters. After taking up this matter and discussing it thoroughly, investigation showed that the law was strenuous enough, but the judges showed a great deal of leniency to first offenders. A situation of this kind cannot be remedied by further amending the law, but rests solely with the judge.

"In this connection, it might not be out of place to lament the fact that so many buyers of high-grade and well-reputed stores deliberately indulge in buying and featuring sales of counterfeit goods. This has been brought out in several cases and officers of the Better Business Bureau have had advertisements withdrawn. It is too bad that the activities of this splendid organization ceased upon correcting improper advertising. The general buying public in the community where the advertisements generally appear in newspapers, know nothing whatsoever about this deception. It is further to be regretted that high-grade concerns (and they are high-grade concerns) will feature such mer-



GROUP OF A. M. T. A. MEMBERS ON

chandise and deceive their customers who place every confidence in the quality of anything they might feature. It is an old story that the country of origin of toilet preparations and perfumery has been counterfeited for a good many years, and it has become so general that it is doubtful if any store in the country hesitates featuring goods with a Paris label when they definitely and positively know that the goods have no right to bear such labels, but the counterfeiting now has gone even farther; they counterfeit the actual package, bottle, label, in fact, every possible identification mark not only of foreign goods, but also toilet preparations and perfumes which are purely and distinctly American.

"This association should take some steps to curtail the spread of this nefarious practice. Naturally, there will always be a supply where the demand exists. Effective work can only be done through our friends, the buyers of our products."

The report was received and referred to the committee on resolutions as usual. The report of the special tariff committee, of which Mr. Spiehler is also chairman, was read by Secretary Bertram.

Special Tariff Committee

"The work of the Special Tariff Committee is so closely allied with the work of the Legislative Committee that it is at times difficult to separate the activities.

"Possibly the outstanding issue at the present time is the request made to the President of the United States to raise the import customs duties on perfume and toilet water bottles by the Bottle Blowers' Union. An investigation has been in progress for some months. Our day in court has not yet arrived.

"To fortify itself with arguments, your committee sent

out questionnaires for information and facts as to how extensively imported bottles were being used by American manufacturers. The results were most disappointing. In the first place, a great many of our members claimed they use no imported bottles, and, with the exception of three concerns, they are used only in very small quantities, so it would appear that our general active membership is not interested in this matter at all. * * *

"Your committee wishes to emphasize this situation very strongly. It is a serious factor in the industry and should have your earnest consideration.

"An associate member circularized the trade that he was unable to secure a lower classification rate on resin absolutes. He appealed for help after his efforts were futile, but in no way did he ask for the co-operation or assistance of the association.

"President Baker asked this firm to send on the details as to what had been done and the association would be very glad and willing to go into the matter very thoroughly and assist in every possible way, and as far as your committee knows the letter received no response, not even an acknowledgment of its receipt. So, naturally, being in the dark as to what proceedings had been followed, the association is entirely at a loss how to proceed in this matter. If other members are interested in this problem, your committee would be very glad to receive the facts.

"A great deal of complaint is abroad about the application of the American valuation on aromatic chemicals, manufactured in this country for the purpose of establishing the true value in which to assess import duty on those brought into this country. This is a broad subject and as some of the members have requested that American valuations be discussed, we hope that the subject will come up for discussion."



THE BOARDWALK AT ATLANTIC CITY.

Discussion of the Report

Discussion of this report was featured by a plea of the glass bottle manufacturers for the support of the association in the fight for additional duties. The principal argument was presented by E. S. Hagerthey of the T. C. Wheaton Co. Mr. Hagerthey said:

"The report of the Chairman of your Tariff Committee was very interesting and it is probable that what I am going to say is born of a selfish motive. It is not only selfishness on the part of the T. C. Wheaton Company, whom I have the honor of representing, but I hope to express the sentiments of the entire American glass industry relating to hand-blown bottles. Being a member of this American organization, the T. C. Wheaton Company feel that they should bring to your attention a condition that is existing regarding the importation of perfume bottles. While this subject may be of little interest to some of you, there are one or two conditions that we would like you to know, and give your earnest consideration.

"In the first place, the present tariff as it is written does not afford the American manufacturers of perfume bottles adequate protection, and the results are not only alarming to the manufacturers, but also to the skilled workman of the Glass Bottle Blowers' Association of the United States, which includes the designers, model makers, mould makers, pressers, blowers, cutters and stopper grinders. This Glass Bottle Blowers' Association, as well as the Glass Container Association have taken steps to revise the tariff. Upon their recommendations, the Tariff Commission appointed a committee to make investigations. We are informed that a favorable report was made by the committee to the commission to consider a revision and that simultaneously with this favorable report, something happened in Washington

which completely reversed all the recommendations made by the investigating committee. The results of these investigations are matter of record, and are available to you at our plants, or at Washington.

"Now, I do not know how many of the perfumers present are using imported bottles, but after having talked to several, I believe that those who are doing it do so for the purpose of meeting foreign competition, and as an American organization, we know that you would prefer to buy bottles made in American glass factories. The particular feature that we wish to bring before you is that in recent years, the American glass blowers have become, through your demand, more expert in blowing a higher grade of perfume bottles, and they are beginning to realize with the manufacturers, the necessity of producing bottles of the highest type, design, quality and workmanship, and if the importation of these containers increases in the next few years as it has in the past few years, we are going to lose all of the ground that we have covered, and the artistic ability that has been accomplished, and the bottles that you American perfumers are going to require will not be available in this country and you will be dependent upon European manufacturers for your supply.

"We will admit that the European manufacturers have been able to incorporate some features and designs in glass bottles that we have not been able to do, which of course is due to their long training, and the fact that this training has not been so expensive as to become a burden on account of the low rates of their wage scales. We will also give them due credit for their artistic ability because of their many years of application along these lines. BUT, you as perfumers will be liberal enough to grant that the American product shows a favorable improvement in recent years, and this has happened after only a few years of effort compara-

tively speaking. This improvement has been the result of experimenting and research work, which has been very expensive, due to the American wage scales and standards of living among American workmen. As an illustration, my company has taken orders for perfume bottles at \$35.00 per gross, and the first 25 or 50 gross have cost \$75.00 per gross to manufacture. We are willing to continue our efforts, which we feel would be to our mutual benefit, if we could have any assurance of the future.

"It is my understanding that this association is co-operating with Columbia University in regard to essential oils and other bases. And we feel, that if it is what the name implies, it is only fair to ask that you extend the same necessary co-operation to the American glass manufacturers and workmen in regard to the tariff situation. If it is in order, we would suggest that Mr. Crounse be instructed, or authorized to co-operate with the interests that I have already mentioned, and that the time will soon come when we will have American perfumes made from American oils bottled in American bottles, packed in American boxes, and sold under American labels."

Committee to Consider Matter

Upon the suggestion of A. F. Kammer, of the Carr-Lowrey Glass Co., a motion was adopted calling for the appointment of a special committee to confer with the manufacturers of hand-made glass bottles and report back to the executive committee, which was given power to act on the matter.

An address on "The Impelling Trend Toward Consolidations" was delivered by Sylvester W. Muldowny, of the firm of Lehman Brothers, New York, and was received with a rising vote of thanks. This address will be found in full on page 157 of this issue.

Report of Research Committee

In the absence of G. A. Pfeiffer, chairman, the report of the Research Committee was presented by Col. Marston T. Bogert of Columbia University, who has co-operated with the committee in this research work. The report follows, in part:

"At the annual convention last year your committee reported on its activities during the preceding fiscal year in the direction of organizing a Research Department for the association and preparing it to function effectively.

"Prof. Bogert reviewed what had been done in the direction of building an adequate foundation for this proposed co-operative undertaking and referred to the completion of a nation-wide research survey which disclosed what laboratories and individuals were interested in research in the perfume field and the kind of problems under investigation. He called attention also to the splendid generosity of Mr. Levy in founding at Columbia University the Louis Spencer Levy collection of books on perfumery and related topics. The financial situation was also set forth and the need for additional funds pointed out if serious research work was to be undertaken, for which research the study and planning so far carried out had been laying the necessary foundation. As these funds were not supplied, it was impossible to proceed with this research program.

"Prof. Bogert spent part of last year in Europe (at no expense to our association) studying conditions abroad, familiarizing himself with the perfume industry there and establishing personal contacts with leaders in the field.

"Inasmuch as there appeared to be but little interest in the

project of a central research laboratory for the industry, as originally planned, your Committee on Research Department, with the full approval of Prof. Bogert, decided at its meeting on November 17, 1927, to learn whether or not it would be worth while to attempt to utilize the existing chemical laboratories of the members and associates of the association for the solution of problems of general interest to the members, the Committee on Research Department acting as a sort of clearing house for this purpose.

"With the approval of President Baker, the committee, under date of February 10, 1928, prepared and mailed the appended circular letter and questionnaire to the membership. Out of a total membership approximately of 212, replies were received from but 22 (14 active and 8 associate), and only 12, or about 6 per cent of the association, agreed to co-operate in the manner proposed. This result was so discouraging that your committee has not pursued the matter farther.

"I am making this report without having had an opportunity to confer with Mr. Pfeiffer who is, as you know, abroad at the present time, or with the other members of the committee whom I haven't been able to see. I am submitting it, therefore, subject to permission on the part of the association to make such alterations or corrections as may be necessary. I shall be glad to answer any questions that you may wish to ask, Mr. President, in regard to it or that may occur to any of the other members or associates present.

"A part of the questionnaire, you may recall, was concerning what type of problems the members of the association would like to have investigated. As I said, there were not a great many replies. The only thing in which there seemed to be any general consensus of opinion or feeling was that a large number of the members seemed to feel quite keenly the necessity or desire at least for some sort of standardizing laboratory or bureau which should be able to speak authoritatively on the question of purity of raw materials, which should be able to lay down specifications for essential oils or for other materials going into the industry in the nature of a sort of an independent bureau. That seemed to be the only matter on which there was any general agreement."

The report was received with thanks and upon motion action on it was held up until the return of Mr. Pfeiffer and the executive board was empowered to act upon it at that time.

Reports of W. L. Crounse and A. I. Smith

The reports of W. L. Crounse, Washington representative and Abel I. Smith, general counsel of the association, were heard in executive session to which only the members were admitted. It is impossible to reproduce them in this report but the following is a resume of their essential features.

Mr. Crounse took up in detail the activities of his office during the last year. His report covered very fully the work of the association on the alcohol situation and discussed at some length the new regulations for the enforcement of the prohibition laws. He called attention to the benefits which had resulted from the reduction in the tax on alcohol, and to the recent curtailment of production in co-operation with alcohol distillers. He also discussed the proposal of some members of Congress to limit the type of denaturants used in alcohol and pointed out what effect this would have upon the industry.



BOARDWALK GROUPS AT THE A. M. T. A. CONVENTION

1. A. H. Bergmann, S. H. Clark, F. Butz, F. N. Langlois. 2. H. H. Bertram, Edmund Hoffman, Sr. 3. W. G. Mennen, H. H. Helms, A. R. Todd, D. H. Tilson. 4. F. F. Kinney, R. M. Krause, A. E. Smith, G. J. Block, Sr. 5. F. Lueders, H. Heister. 6. Mrs. R. E. La Barre, R. E. La Barre, Mrs. F. N. Langlois, W. H. Rowse. 7. A. J. Krank, H. Armitage, H. E. Colcord, Percy Brown. 8. Mr. and Mrs. Harry Fisher. 9. L. R. Root, A. F. Kammer, W. R. Leach, C. E. Leach. 10. F. N. Langlois, Carl Schaezter, Mrs. W. Krone, W. H. Rowse, Mrs. F. N. Langlois, William Krone. 11. A. H. Wirz, Mrs. F. J. Lynch, F. J. Lynch, Mrs. D. M. Smith, W. G. Mennen, Mrs. W. G. Mennen, D. M. Smith.

(Duplications are unavoidable to insure the inclusion of some who appeared only with others previously photographed)

He also gave details regarding the recent Federal cosmetic proposals and told what had been done by his office in handling the situation which arose out of the proposal of the American Medical Association and the Copeland Bill.

Mr. Smith reported on the work which his office had done in connection with both state and federal legislative proposals giving in detail the steps which had been taken in reference to the proposed Massachusetts bill and the Doyle bill in New York state. He also advised the members as to the course which should be pursued in handling similar problems which seem likely to arise during the next legislative session.

Dr. Doran on Alcohol

The important question of alcohol supplies and regulations was discussed by Dr. James M. Doran, Commissioner of Prohibition. Dr. Doran said in part:

"The work of the Association, as I look back on it for the last eight years has shown a very substantial improvement both in methods and in results. It has demonstrated the great value of associations of this character in dealing with problems that relate to an industry. They affect each individual but they are in the main problems that relate to the well being of the industry as a whole.

"During the past year we have revised regulations. We have succeeded in ironing out a number of minor points that we believe should be given attention and during the year, in connection with this work, we have had the same hearty and cordial support of the Association extended through Mr. Crounse in Washington.

"In addition to Mr. Crounse's work, I have had the good counsel and advice of Dr. Martin H. Ittner of Colgate & Co. I organized an Industrial Advisory Council. I requested leading men in various lines of activity to act with me as a council in going over problems that were of general interest to the alcohol-consuming trades. Dr. Ittner has acted in behalf of your general industry.

"The purpose of the Industrial Advisory Council, on which this Association is represented, in my conduct of the affairs of the Bureau of Prohibition, is to further carry out a policy that I have long adhered to, namely, that in all matters of major importance in the administration of the National Prohibition Act, affecting the lawful users of industrial alcohol, full counsel and conference should be had before final action is taken by the Bureau. I expect through this council and Mr. Crounse to be kept informed of developments arising in your industry that need our attention.

"We are in a problem that has constantly changing aspects and it behooves all of us to keep alive to these changes. I rely on your aid in detecting these things as they arise and in informing me. I ask that you do that for me. I want to assure you that my sole interest in connection with the industrial use of alcohol is to further its lawful use. I desire to further your legal and legitimate and ethical interests. I can be more successful in my endeavor if you gentlemen in a frank manner tell me of your troubles. I will do my best to try and help you get over them. I am more concerned with the bringing about of a stable condition so far as affecting the lawful uses of industrial alcohol than I am in tinkering with this, that and the other and trying some novel experiment along this line and some novel experiment along that line. I believe the time has passed, if it ever existed, for experimentation at the expense of legitimate users of industrial alcohol. My mind is set toward such constructive work as will bring about the maximum degree

of stabilization in your industry and to keep watch of current scientific and commercial developments and adjust the Governmental regulations to keep pace with the industry.

"We adopted an alcohol control policy. The ordinary economist says that if you limit output, you tend to control prices, you tend to force prices upward. It is economically unsound to embark on any such policy. I appreciate all that but I appreciate the fact that in the production of alcohol we have a control established with respect to the distribution of the alcohol produced that worked along very tight quantitative lines. It seemed to me quite inconsistent that a control policy that had to do with the dealer and the user, both as to the quantities they would deal in and use and the product they would manufacture, was quite inconsistent and ineffective unless the primary production of the same commodity was controlled within reasonable bounds.

"There is nothing that will bring about piracy in the organized alcohol-using trades any more than to have too much alcohol on hand and in production as a temptation for people to enter new lines of business, in order to get at that alcohol. You gentlemen realize as well as I do that it is a very poor policy from a selfish standpoint, to say nothing of the Government standpoint, to encourage new, inexperienced and undependable people in entering any line of activity. It is my hope and expectation that this alcohol control policy will act towards the stabilizing of this industry by putting a reasonable brake on people entering this business solely for the purpose of getting at more alcohol.

"I propose to carry out this policy that sufficient alcohol will be produced at all times so as to absolutely preclude any price advantage being taken of the Government's policy. I would consider it most unfortunate if anything we would do in Washington would have a tendency or even would bring about a direct result of artificially increasing prices. The Industrial Advisory Council that I have appointed is essentially a consumers' council. The producer of alcohol is represented, it is true, but only to the extent of about 15 or 20 per cent. So I confidently believe that if we get into any trouble due to this alcohol control policy, I can very quickly assemble the Industrial Advisory Council and the necessary steps can be taken to overcome any bad condition if it arises.

"The control policy was based primarily on the need for bringing about the most effective enforcement of the act. That is my duty and I conceived that this was one of the very important ways to bring about better enforcement. It is still in the experimental stage. I wish to leave this one thought with you on the alcohol policy: Keep in mind that it is experimental; that some of the ends sought for are proper and beneficial and it should be given a full and fair trial without condemnation.

"I wanted to touch on one item that affects you gentlemen to a greater or lesser degree and indirectly affects us. The Bureau of Prohibition approves products that are to be manufactured with alcohol and in this particular line of industry it is extremely difficult if not wholly impossible to proceed along standardized lines. There has to be a great latitude for judgment as to standards. That is particularly true of essential oils, chemicals and mixtures. I believe that one of the most unethical practices conceivable is for the manufacturer or dealer in essential oils to substitute debased oils and oils of a different quality from those on which the first agreements were made. Of course, it is improper trade



A. M. T. A. CONVENTION GROUPS ON THE BOARDWALK

1. A. I. Smith, C. M. Baker, W. L. Crounse. 2. J. A. Handy, L. S. Levy. 3. Benson Storfer, Mrs. C. Tome, Mrs. L. H. Brodrick, L. H. Brodrick. 4. Oscar Sondhelm, Miss Pauline Fuller, F. J. M. Miles, P. Chaley. 5. D. J. Mulster, Dr. E. G. Thomssen. 6. A. K. Paul, Mrs. A. K. Paul, R. F. Chumasero. 7. C. H. Alker, F. W. Heine, Mrs. A. F. Wortman, A. F. Wortman. 8. Mr. and Mrs. Joseph Greenberg. 9. Luis de Hoyos, A. von Isakovics, F. S. Littlejohn. 10. F. J. Redding, W. R. Janney, E. S. Hagerthey, G. R. Rinke, W. H. Adkins. 11. R. B. Magnus, Mrs. Percy Brown, Mrs. J. W. Colbert, Mrs. R. B. Magnus, J. W. Colbert.

(Duplications are unavoidable to insure the inclusion of some who appeared only with others previously photographed)

practice, but it may become even more serious than that; it may lead to the abuse of these products by criminally-minded people. It may necessitate the Department proceeding against various individuals to clean up the situation, but primarily this arises from lack of ethical standards in the business on the part of a very few people. I hope to see the day when that thing is entirely cleaned up and I don't believe the Department can do anything more about it other than to ask the Association to continue to promulgate the idea of more ethics in this business. It is good business; it will help you out; it will prevent you getting into trouble.

"Frown on all of these people who supply materials to your industry who are known to resort to practices of that sort. There is a way to get about those things without direct action. I believe the mind of the Association is wholly against these things. I don't think I misjudge you gentlemen. I think you are all of you determined to have the cleanest industry possible and the highest grade possible. I have seen the standards and the products and the state of mind improve year by year and I know you are going to continue on the same course. I just throw that out as a suggestion for a path along which still greater improvement can be brought about.

"I know of no major problem now confronting the Bureau of Prohibition in connection with its administration of the permissive phase of the National Prohibition Act affecting your industry; I know many minor matters will arise during the coming year; all of which as they arrive can be met and easily solved if we approach them frankly and with an open mind and with the mutual self-respect for the other man's viewpoint, a disposition to hear the other man express his viewpoint and to give it consideration. It is my earnest endeavor to obtain an open mind on these matters. I realize I am not wholly successful, but I expect during the forthcoming year to administer the affairs of the Bureau of Prohibition in its relation to you gentlemen along that line and along no other line. I can assure you that the technical men connected with the Bureau view these things in the same way I do.

"I will not be satisfied until the Bureau of Prohibition functions in its relation to you gentlemen with the same smoothness and satisfaction as the U. S. Post Office Department. I believe the law can be administered in a fair, sensible, effective manner and that sensationalism can be overcome and that you gentlemen will not feel that you are sitting on a powder keg and are liable to be blown off if some fellow touches a match. I believe we can bring this thing to a stable, orderly, settled administrative basis."

Upon motion the address of Dr. Doran was received with a rising vote of thanks. The following resolutions on alcohol problems were adopted later in the session:

Resolution on Protection of Alcohol Formulæ

Whereas, the so-called Edwards bill presented in the last Congress has been reintroduced in the current session, the enactment of which would work irreparable damage to the industries of the country which depend upon alcohol as a raw material and would deprive us of the great benefits we have enjoyed since tax-free denatured alcohol was granted to us for use in the manufacture of our products; and

Whereas, this measure prohibits the denaturation of alcohol by the admixture therewith of materials rendering such alcohol "deleterious or destructive to human life if used as a beverage;" and

Whereas, repeated efforts have been made during the

present Congress to attach the substance of the Edwards bill as a rider upon the appropriation bills carrying the money for the support of the prohibition enforcement service; and

Whereas, it is a well known fact that alcohol, both in the United States and in all the civilized countries which maintain industrial alcohol systems, is necessarily denatured with materials which in some cases might render it "destructive to human life if used as a beverage" for the reason that the denaturing materials are added to prevent the diversion of the alcohol to any illegal purpose, it being the duty of the government to prevent denatured alcohol from falling into the hands of unscrupulous persons who may use it in the manufacture of spurious beverages; therefore be it

Resolved, that the American Manufacturers of Toilet Articles in annual convention assembled hereby records its opposition to the Edwards bill and to the various propositions contemplating the incorporations of this measure in appropriation bills and earnestly urges that the authors of these projects abandon them in the interest of the legitimate alcohol-using industries; and be it further

Resolved, that copies of these resolutions be forwarded to Senator Edwards and to Representative Charles J. Linthicum, chairman of the so-called "unofficial wet bloc" of the House of Representatives.

Resolution on Denatured Alcohol Tax

Whereas, the taxation of denatured alcohol, either for the purpose of restricting its use or to secure additional funds to assist in prohibition enforcement, continues to be urged in Washington; and

Whereas, tax-free alcohol is absolutely essential to enable American manufacturers to obtain this important raw material at the lowest possible price, both to insure the widest market for their goods in this country and to compete with foreign producers in neutral markets; and

Whereas, it is a sound principle of economics that the funds to be used in the enforcement of the prohibition laws should be contributed by the taxpayers of the country on a uniform basis and should not be derived from assessments on special industries; therefore be it

Resolved, that the American Manufacturers of Toilet Articles in annual convention assembled hereby reiterates its earnest protest against any attempt to burden this important material or to impose restrictions thereon, believing as we do that the welfare of our trade depends upon the availability of an adequate supply of denatured alcohol at the lowest possible cost; and be it further

Resolved, that copies of these resolutions be forwarded to the Chairmen of the House Ways and Means Committee and the Senate Finance Committee.

Resolution on Publicity for Individual Operations

Whereas, during the past year the regulations for the enforcement of the prohibition law have been amended so as to give publicity to lists of permit holders including those using both non-beverage and denatured alcohol; and

Whereas, efforts have been made by certain interests to secure the further amendment of the regulations so as to provide publicity for the alcohol quotas, both non-beverage and denatured, of all permittees, thus violating important trade secrets including production figures; therefore be it

Resolved, that the American Manufacturers of Toilet Articles in annual convention assembled hereby appeals to the Prohibition Commissioner to rescind those amendments



A. M. T. A. GOLFERS IN ACTION AT ATLANTIC CITY

1. A. D. Henderson, A. C. Burgund, F. J. Lueders, H. Heister. 2. F. S. Hyatt, William Krone. 3. Gilbert Colgate, W. L. Schultz, W. H. Green, A. F. Kammer. 4. E. M. Kaylor, H. Colcord, E. C. Ward, "A Tin Can Trio." 5. W. H. Green. 6. W. H. Adkins, Dr. E. C. Kunz, M. Lemmermeyer. 7. Donald Wilson, P. R. Dreyer. 8. C. A. Tome, E. Ekstein, A. E. Bruns, L. H. Brodrick. 9. A. J. Krank, H. Armitage. 10. D. H. Tilson, H. B. Thomas, H. H. Helms, A. R. Todd. 11. W. A. Bush, W. H. Gunther, E. V. Killeen, F. N. Langlois.

(Duplications are unavoidable to insure the inclusion of some who appeared only with others previously photographed)

to the regulations which will permit any one to secure information with regard to the alcohol quotas of permit holders; and be it further

Resolved, that the thanks of this association are hereby tendered to the Prohibition Commissioner for his prompt and effective action in refusing to issue instructions for the publication of data showing individual withdrawals of non-beverage and denatured alcohol by permit holders; and be it further

Resolved, that copies of these resolutions be transmitted to Prohibition Commissioner J. M. Doran.

Anti-Cosmetic Legislation

The reports of the Washington representative and the general counsel on the subject of cosmetic legislation were the subject of exhaustive discussion following which a resolution on the subject was agreed to. The text of this resolution is as follows:

Resolution Opposes Anti-Cosmetic Legislation

Whereas, there has been introduced in the Senate of the United States a bill providing for the regulation of the cosmetic industry which contains drastic provisions injurious to the interests of that industry and without value as a measure of protection to the public; and

Whereas, careful investigation has demonstrated the fact that there is no evidence warranting the burdening of this industry with such a measure of control as that proposed; therefore be it

Resolved, that the American Manufacturers of Toilet Articles in annual convention assembled hereby records its opposition to the bill referred to and to any similar measure that may be presented in this Congress; and be it further

Resolved, that copies of these resolutions be forwarded to Senator Copeland and to the Senate Committee on Interstate Commerce.

Other resolutions on legislative subjects were:

Resolution on Price Protection Bill

Whereas, most encouraging progress has been made in the consideration in Congress of the so-called Capper-Kelly bill authorizing manufacturers of identified merchandise to fix the prices at which such merchandise may be resold; and

Whereas, the campaign of education in which this Association has participated has aroused the entire business community to the importance of the movement to protect legitimate industry against predatory price cutting in which standard identified merchandise of known quality is used as a bait with which to obtain the patronage of the public; and

Whereas, manufacturers and distributors have been greatly confused by repeated decisions of the courts which, while reaffirming the right of the manufacturer to refuse to sell his products to price cutters, have denied him the privilege of employing the necessary methods to assert that right; therefore be it

Resolved, that the American Manufacturers of Toilet Articles in annual convention assembled strongly endorses the Capper-Kelly bill as presented by the sub-committee of the House Committee on Interstate and Foreign Commerce and urges this measure upon the attention of both houses of Congress to the end that the same may be speedily enacted and a stop put to the price cutting so injurious to our industry and so valueless to the public; and be it further

Resolved, that copies of these resolutions be forwarded to the House Committee on Interstate and Foreign Commerce and the Senate Committee on Interstate Commerce.

Resolution on the Right of Petition

Whereas, the United States Senate has recently passed the so-called Caraway bill, which, while purporting to restrict the operations of unscrupulous and disreputable individuals engaged in illegitimate lobbying in Congress, imposes such drastic limitations upon the right of petition as to constitute an invasion of that right as guaranteed by the Constitution of the United States; and

Whereas, it is necessary in the conduct of the operations of legitimate trade associations that their members and their regularly appointed representatives should address committees and interview and correspond with Senators and Representatives without any restriction whatever; and

Whereas, in no other manner can Congress receive adequate information with regard to conditions prevailing in the leading industries of the country and thus legislate intelligently with respect thereto; therefore be it

Resolved, that the American Manufacturers of Toilet Articles in annual convention assembled hereby urgently protests against the enactment of the Caraway anti-lobbying bill on the ground that it is unconstitutional in spirit if not in letter, that its passage would abridge a right which ought to be exercised in the interest of intelligently framed legislation and that the placing of such a law on the statute books would have the effect of stimulating the illegitimate practices of lobbying as carried on by unscrupulous persons and would deter reputable citizens from bringing important matters to the attention of Congress; and be it further

Resolved, that copies of these resolutions be forwarded to the Chairmen of the House and Senate Committees on the Judiciary.

Manufacturing and Raw Materials

Questions having to do with raw materials and manufacturing occupied much of the time and interest of the sessions. A most interesting paper prepared by George Lueders of the firm of George Lueders & Co., New York, was read, in Mr. Lueder's absence, by E. V. Killeen of the same company. Dr. E. G. Thomssen of the J. R. Watkins Co., Winona, Minn., and a member of the Executive Board of the association, read a paper on "The Manufacturing Viewpoint," which was well received. Mr. Lueders' paper appears on page 151, Dr. Thomssen's paper on page 154.

Ultra Violet Light Research

Dr. Curt P. Wimmer of Columbia University told of the work which he has been doing in the identification of raw materials through the use of the ultra violet ray. A preliminary paper giving the early results of his research on this subject was recently published in this journal. Dr. Wimmer said:

"It was my intention to come here originally and show you something that I am quite sure you have never seen before and that is black light, light which you cannot see yet which evidences itself when you allow it to fall on certain preparations or compounds or chemicals or anything of the sort. It is ultra violet light which is not visible. I came in contact with a new lamp last fall. The new lamp was presented to me last fall letting through light down to 2,400 Angstrom units. It might probably be well for a moment to tell you what we mean by Angstrom units.

"Light as you see it is a composite of the seven primary colors and all light is, of course, measured by wave lengths. Ordinary daylight has a wave length running down to 3,900 Angstrom units. One Angstrom unit is one-tenth of a mil-



GOLFERS AT THE A. M. T. A. CONVENTION.

1. A. L. van Ameringen, Dr. E. G. Thomssen, G. R. Rinke, H. E. Lancaster. 2. C. M. Baker. 3. C. O. Homan, A. D. Armstrong, C. B. Towns, C. A. Ellis. 4. H. Craig, W. B. Swindell, Jr., C. E. Kelly, C. L. Lightfoot. 5. Gilbert Colgate. 6. W. E. Grassie, J. P. Bushfield, J. Bartholomew, A. Doolittle. 7. B. M. Douglas, Jr., C. S. Welch, W. C. Young, E. King. 8. A. F. Kammer. 9. W. G. Mennen, A. H. Wirz, S. H. Corkran, G. F. Miller. 10. L. R. Root, A. H. Bergmann, S. H. Clark, F. J. Hailer. 11. R. L. McKnight. 12. F. Remington, G. H. Neidlinger, R. F. Kinney, R. M. Krause, Jr.

(Duplications are unavoidable to insure the inclusion of some who appeared only with others previously photographed)

lionth of a millimeter. Ultra violet rays run then from 3,900 Angstrom units down to about 3,000. The ultra violet rays, which are contained to a certain extent in the sunlight, are responsible for our becoming brown on exposure to light. You do not become brown when you sit back of a window pane. The reason for that is that the light which turns our skin so nicely in the summer time has a length of about 3,900 Angstrom units and such light does not pass through window glass of any kind. Therefore, if you want to get burned, you have to go out in the open. Therefore you see that the great propaganda today for ultra violet glass in those high-grade apartments, where people pay a thousand dollars more for rent in order to have special glass to let ultra violet rays through, is all nonsensical. Ultra violet rays do not pass through window glass.

"You may all ask, 'What has that to do with me?' Being interested in essential oils, aromatics, cosmetics, etc., I immediately went to work and applied this ultra violet ray to essential oils, synthetics, etc., and I believe that (I am quite sure) within a year or two I will have some results which will be of the utmost importance to your industry. Some results may be beneficial. Some results some persons in the industry may not like, because that light will show up what a thing is.

"For example, light will show the difference between a distilled oil and a compounded oil without any question. The light shows the difference between a terpene-containing oil and a terpeneless oil. The light will show the difference between, for example, eugenol and iso-eugenol. If you have a container with some eugenol, we place it under that light and it will look deep blue. If you have iso-eugenol the fluorescence is yellow. There is a certain little relationship between chemical constitution and fluorescence under that ultra violet ray.

"Of course, there is a tremendous amount of work to be done. It is something brand new for it has never been tackled before and therefore I have before me a great field of research.

"Take, for example, things like the kaolins and talcums. Talcum looks black under ultra violet rays of that type. Kaolin looks light blue. You can see readily what a help that is, because if you by chemical analysis wish to establish the difference between a kaolin and a talcum, it is a matter of hours. Here all you do is put them under the lamp.

"You have a number of things. Take, for example, the fats. If you take lard, it will look white, a dull white under that light; whereas petrolatum glows as if it were on fire with a reddish glow and you can tell the presence of petrolatum in cold cream or lard in cold cream by taking some of that material and spreading it on paper and putting it under the lamp.

"So, you see, there is a tremendous field, but not alone for purposes of that type can that lamp be used. I heard you speaking about imitations of labels. If you have a label and you think somebody else is imitating your label, I wish you would give me a chance and send your labels and the imitation to my laboratory. That light will show up a fake just as clearly as daylight.

"Only a few days ago some one sent me a box of face powder and what he thought, but wasn't sure, was an imitation. It looked just the same. Put them under that lamp and they are as different as day and night. There is absolutely no doubt that one label is not genuine.

"If you ever have a check raised, or you think somebody

has raised a check, if that check is in any way changed at all, placed under that lamp the original writing will show up without a question. If you take a newspaper, place it under that lamp, you will be able to read through the lower type and the upper type disappears.

"I could go on for hours and tell you these things. It is a most marvelous thing. It has tremendous possibilities and I am going to put a great deal of time on it. I also want to say that Louis Spencer Levy has been so impressed with this work that he has courteously established a research scholarship in our school to the extent of two years. That will enable me to have an assistant to do this work for me and naturally will make things much easier for me, because after all this work takes considerable time. I hope that next year I will be able to come before you again and bring one or two of these lamps down here and show you some results which I hope and believe will startle you."

Resolution of Thanks to President Baker

Whereas, our president, C. M. Baker, has managed the affairs of the association with marked ability and sound judgment and through the exercise of tact and diplomacy has secured from the membership highly efficient team work and co-operation and thus has greatly increased the usefulness of the association to the membership; therefore be it

Resolved, that this association in appreciation of Mr. Baker's services extends to him a cordial vote of appreciation and thanks.

Resolution of Appreciation of Washington Representative and Counsel

Whereas, W. L. Crounse, our Washington representative and Abel I. Smith, our counsel, during the past year have continued to give the association their loyal and conscientious service and have by their watchfulness protected and furthered the interests of our membership; therefore be it

Resolved, that we tender to Mr. Crounse and Mr. Smith our sincere thanks in appreciation.

Resolution Thanking the American Perfumer

Whereas, THE AMERICAN PERFUMER throughout the past year has devoted much valuable time and space to the support of our industry and especially to the general welfare of the American Manufacturers of Toilet Articles in the dissemination of useful information; therefore be it

Resolved, that this Association expresses its hearty appreciation of the enterprise and public spirit shown by THE AMERICAN PERFUMER and tenders to that journal the hearty thanks of this association.

Resolution on Research Endowments

Whereas, Louis Spencer Levy, EDITOR OF THE AMERICAN PERFUMER, has generously provided an endowment for a scholarship designed to cover the research work in connection with the experiments now being conducted by Dr. Curt P. Wimmer at the College of Pharmacy, Columbia University, into the use of the ultra-violet ray for the identification of materials of importance to the toilet articles industry; therefore be it

Resolved, that the thanks of the American Manufacturers of Toilet Articles are hereby tendered to Mr. Levy and the co-operation of this association is hereby pledged to the end that this research work may redound to the benefit of our entire industry.

THIRTY-FOURTH ANNUAL BANQUET OF THE A. M. T. A., AMBASSADOR HOTEL, ATLANTIC CITY, MAY 9, 1928.



Resolution Thanks Hotel Ambassador

Whereas, Manager E. T. Lawless and his staff of the Hotel Ambassador have shown both diligence and courtesy in looking after the welfare and comfort of the members of the American Manufacturers of Toilet Articles in attendance upon this convention; therefore be it

Resolved, that the thanks of this association are hereby tendered to Mr. Lawless and his assistants who have done so much to make this meeting a notable success.

Greetings to A. M. Spiehler

The convention upon motion conveyed its greetings to A. M. Spiehler and expressed its gratitude for the work which he has done. This was in response to a telegram from Mr. Spiehler advising the convention that he could not be present at the meeting and expressing his wishes for a most successful meeting.

Election of Officers

President Baker appointed the following to act as nominating committee: Gilbert Colgate, Chairman; W. F. Denney, W. G. Mennen, D. H. McConnell, G. J. Block.

The election of officers resulted in the unanimous selection of the slate which is printed in full at the lead of this report. The officers were formally installed at the closing session and responded with brief remarks, following which the thirty-fourth annual convention stood adjourned.

Entertainment Features

Despite the high mark set at last year's convention, the entertainment features at the meeting which has just closed were considered by many of the members to have surpassed those at any previous meeting. Atlantic City lends itself in excellent fashion to the desires of the pleasure seeker and despite the fact that one bad day marred the weather, which the committee had expressly ordered, rain could not dampen the enthusiasm of the members or of many of the ardent golfers who played through Wednesday's downpour.

The first afternoon, while the business session was in progress, an impromptu bridge tournament was arranged for those of the ladies who felt the need of practice for the more important tournaments which were to come. Several tables were arranged on the sun porch at the Ambassador. Others took advantage of tickets admitting them to the Million Dollar Pier and other features of the Atlantic City Boardwalk, and there were no dull moments until it was time to dress for dinner and the evening theater party.

Rolling chairs and taxicabs conveyed the party to the Apollo Theatre on the Boardwalk where "Gay Paree" with Chic Sale was enjoyed to the utmost, judging from the applause and laughter which punctuated the performance. Returning to the hotel, the party found an excellent after-theatre supper prepared in the Renaissance Room, which was followed by dancing to music by the Seaside Srenaders.

Tuesday afternoon found the qualifying rounds for golfers in progress at the Northfield Country Club, the trapshooting tournament at the traps of Westy Hogan on Absecon Boulevard and the ladies' Bridge Tournament in the Japanese Room at the Ambassador. A sightseeing tour was also arranged. While wind hampered both golfers and trapshooters to some extent, some very excellent scores were made and both tournaments were thoroughly enjoyed by the participants. The Bridge Tournament, for which con-

ditions were more ideal, also found some excellent players pitting their skill and luck against each other.

In the evening a swimming exhibition in the Ambassador Pool was enjoyed, followed again by dancing in the Renaissance Room. A few of the members preferred to form private parties for the evening and for this reason both the swimming exhibition and the dance were wholly informal and more or less impromptu affairs, though none the less enjoyable on this account.

The storm of Wednesday, which came entirely against the orders of the committee, prevented the ladies' golf tournament, but added an event to the program in the form of a second bridge tournament in the Japanese Room. Several golfers, however, undismayed by the weather, played 18 holes at the Northfield Country Club after viewing the attractive prizes which were on display in cases in the hotel lobby. These hardy ones were rewarded by the golf committee with a dozen golf balls each.

The following members were awarded these sets of golf balls; J. P. Bushfield, C. O. Homan, W. R. Janney, C. S. Welch, E. W. King, B. M. Douglas, Jr., H. W. Heister, F. J. Lueders, A. C. Burgund, H. Craig, W. A. Bush, W. H. Green, Dr. E. C. Kunz, R. L. McKnight, C. P. Cook, E. C. Ward and C. E. Kelly.

Prize winners in the ladies' bridge tournament on Tuesday were Mrs. E. V. Killeen, first; Mrs. Harry Fisher, second; Mrs. G. R. Rinke, third; Mrs. L. de Hoyos, fourth; Mrs. A. J. Hailer, fifth, and Mrs. A. K. Paul, consolation. The second bridge tournament on Wednesday was won by Mrs. A. D. Armstrong; second, Mrs. F. N. Langlois; third, Mrs. L. S. Levy; fourth, Mrs. H. F. Colcord; fifth, Mrs. G. F. Miller; sixth, Mrs. A. H. Bergmann, and consolation, Mrs. Harry Fisher.

Wednesday evening was given over to the annual banquet, the menu for which, produced through special rush work by the printers, bore pictures of the retiring president and the new president, who had been elected that morning. Following an excellent repast, retiring President Baker rapped for order and briefly and effectively introduced J. A. Handy, the new president. Mr. Handy responded briefly, telling of his appreciation of the honor and pledging his best efforts to the work of the association.

Toastmaster Baker then asked C. E. Kelly and W. B. Swindell, Jr., to present the golf and trapshooting prizes.

The prize winners were: Low gross for the field, 36 holes, A. F. Kammer, 181, silver dish; low gross for the field, 1st 18 holes, Sewell Corkran, 91, Parker desk set; low gross for the field, second 18 holes, C. A. Ellis, 87, cocktail set; low net for the field, 36 holes, R. L. Hefferan, 156, silver sportmen's set; low net for the field, first 18 holes, A. D. Armstrong, 78, golf bag; low net for the field, second 18 holes, E. M. Kaylor, 79, golf bag.

Prizes for active members were: Low net for 36 holes, W. L. Schultz, 168, Gladstone bag; low net first 18 holes, William Krone, 78, silver smoking set; low net, second 18 holes, A. D. Henderson, 85, traveling clock; kickers' handicap, first 18 holes, R. Reinhart, traveling set; kickers' handicap, second 18 holes, A. H. Wirz, leather smokers' set; low gross, 36 holes, C. M. Baker, 230, silver compote.

The prizes for associate members were: Low net for 36 holes, J. H. Majesky, 168, gold wrist watch; low net, first 18 holes, W. C. Young, 82, silver vase; low net, second 18 holes, C. L. Lightfoot, 84, silver set.

The special prize for the most honest golfer was won

by P. R. Dreyer with a score of 207 for 18 holes, a brief case.

The lucky number prize which was drawn at the banquet, an order for \$75 on A. G. Spalding & Bros., was taken by number 331, which was held by Harold F. Coppins. The prize drawing was conducted by Miss Taylor, publicity director of the Ambassador. The prize was donated by the convention committee.

Prizes for trapshooting were won by I. W. England, who captured first place with a score of 39 targets out of 50, and W. G. Mennen second, with 37 out of 50. The first prize was a silver ice bath and second a silk umbrella. Both scores were excellent considering the gale which was blowing while this event was being run off.

After the prizes had been awarded, President Baker asked the members of the Convention Committee to rise: D. C. Applegate, A. H. Bergmann, A. F. Brady, A. C. Burgund, N. P. Courtney, F. T. Dodge, P. R. Dreyer, E. S. Hagerthey, C. R. Hammond, E. Hoffman, Jr., C. E. Kelly, R. M. Krause, E. C. Kunz, P. C. Magnus, L. R. Root, A. L. van Ameringen, A. von Isakovics and Louis Spencer Levy, chairman. They were greeted with a round of applause after which President Baker thanked them for their excellent work in making the convention a success.

During the dinner souvenirs in the form of engraved cigarette boxes and in addition attractive leather bridge sets for the ladies were distributed.

Following the dinner, dancing to music furnished by the famous Ipana Troubadours, whose services for the evening were donated by the Sun Tube Corporation, brought the convention to a close.

An unusual feature of the musical program was the introduction of a special number by the Ipana Troubadours. After suitable announcement by Toastmaster Baker, the orchestra played a stirring fox trot, "For You," composed by Mrs. C. A. Tome. It was received with much applause and many favorable comments upon the talent of the composer.

Present at the Convention

Active Members

Armand Co.	Des Moines, Ia.
Wm. H. Wiseman	
A. P. Babcock Co.	New York City
H. Henry Bertram	
Blasco-Parfumeur	Brooklyn, N. Y.
G. J. Block, Sr.	
California Perfume Co.	New York City
D. H. McConnell, A. D. Henderson	
Citizens Wholesale Supply Co.	Columbus, O.
S. J. Schwarzwald	
Colgate & Co.	Jersey City, N. J.
Gilbert Colgate, M. Trowbridge, F. J. M. Miles, Dr. M. H. Ittner.	
Denney & Denney	Philadelphia, Pa.
W. F. Denney, Jr., H. T. Johnson	
Martha Matilda Harper, Inc.	Rochester, N. Y.
J. P. Bushfield	
Richard Hudnut	New York City
C. A. Pennock, K. W. Tracy	
A. J. Krank & Co.	St. Paul, Minn.
A. J. Krank	
Kolynos Co.	New Haven, Conn.
H. B. Thomas	

Larkin Co., Inc.	Buffalo, N. Y.
John D. Larkin, Jr., John A. Handy	
Leigh Chemist, Inc.	New York City
R. C. Vaughn	
Lightfoot Schultz Co.	Hoboken, N. J.
W. L. Schultz	
Mennen Co.	Newark, N. J.
W. G. Mennen	
Mulhens & Kropff, Inc.	New York City
D. J. Mulster	
Norida Parfumerie	New York City
Chas. W. Dorn	
T. Noonan & Sons Co.	Boston, Mass.
Frank M. Noonan	
Oxzyrn Co.	New York City
Richard E. LaBarre, A. H. Bergmann, J. F. Reilly, Jr.	
Pond's Extract Co.	New York City
C. M. Baker	
The W. T. Rawleigh Co.	Freeport, Ill.
W. J. Trevillian	
Abner Royce Co.	Cleveland, Ohio
Charles Zeller	
Solar Laboratories, Inc.	New York City
A. Hirschbein, S. B. Kaiden, Ben H. Margolies	
United Drug Co.	Boston, Mass.
Frank N. Langlois, F. Hailer, Wm. Krone	
J. R. Watkins Co.	Winona, Minn.
Dr. E. G. Thomssen	

Associate Members

Addison Lithographing Co.	Rochester, N. Y.
W. H. Green	
American Can Co.	New York City
Edmund Hoffman, Sr., Edmund Hoffman, Jr., Harvey F. Colcord, Geo. F. Miller	
Aluminum Co. of America	New York City
D. H. Tilson, A. R. Todd, Frank S. Lally, H. Helms	
Baxter Paper Co.	Brunswick, Me.
Thomas Moore	
Bond Manufacturing Corporation.	Wilmington, Del.
Charles A. Tome, L. H. Brodrick	
Brass Goods Mfg. Co.	Brooklyn, N. Y.
F. S. Hyatt, Paul W. Hyatt, Percy Brown	
Wm. Buedingen & Son	Rochester, N. Y.
F. J. Redding	
F. N. Burt Co., Ltd.	Buffalo, N. Y.
Mary R. Cass, William A. Cass, H. C. Coppins	
Capes Viscose, Inc.	New York City
H. S. Fisher	
Carr-Lowrey Glass Co.	Baltimore, Md.
W. R. Leach, A. F. Kammer, A. C. Burgund, C. E. Leach	
Antoine Chiris Co.	New York City
Irving Bennett	
Continental Can Co., Passaic Division	New York City
I. W. England, N. P. Courtney, E. C. Ward	
Dodge & Olcott Co.	New York City
F. T. Dodge, François DeLaire, C. O. Homan, N. R. Fretz, R. B. Houk.	
P. R. Dreyer, Inc.	New York City
P. R. Dreyer, O. C. Isbell, A. Srebren	
Compagnie Duval	New York City
F. W. Heine, John Kiehl	
Federal Products Co.	Cincinnati, Ohio
Herbert Schiel	
Foxon Co.	Providence, R. I.
R. E. Chumasero, A. K. Paul, Mrs. A. K. Paul	

- Fritzsche Brothers, Inc.New York City
A. D. Armstrong, C. F. Booth
- Givaudan-Delawanna, Inc.New York City
Dr. E. C. Kunz, M. Lemmermeyer, W. H. Adkins
- August Goertz & Co.Newark, N. J.
L. P. Dickey, W. A. Goertz
- Hagerty Brothers & Co., Inc.New York City
Chas. E. Kelly
- Hazel Atlas Glass Co.Wheeling, W. Va.
J. H. Majesky, E. I. Bugg, K. W. Hamilton, R. B. Reinhart
- Heine & Co.New York City
Theo. Schulze-Berge, Chester E. Tompkins
- Illinois Glass Co.Alton, Ill.
J. W. Colbert, J. C. Chiles
- Innis, Speiden & Co.New York City
Geo. B. Laing
- C. E. Ising CorporationFlushing, N. Y.
Chas. E. Ising
- Karl Kiefer Machine Co.Cincinnati, Ohio
E. E. Finch
- Richard M. KrauseNew York City
Richard M. Krause, Sr., Richard M. Krause, Jr., R. F. Kinney
- Lautier FilsNew York City
C. Bourguet
- Lorscheider-Schang Co.Rochester, N. Y.
E. W. King
- Geo. Lueders & Co.New York City
E. V. Killeen, Harry W. Heister, F. J. Lueders
- Magnus, Mabey & Reynard, Inc.New York City
R. B. Magnus
- Majestic Metal Specialties, Inc.New York City
Joseph Greenberg, N. Kasdan
- Metal Package CorporationNew York City
A. E. Bruns, E. M. Kaylor, Ernest Ekstein
- Morana IncorporatedNew York City
Carl Schaezter, W. H. Rowse, Arthur Fortune
- New England Collapsible Tube Co.New London, Conn.
W. K. Sheffield
- Norda Essential Oil & Chemical Co.New York City
H. J. Kohl
- Orbis Products Trading Co.New York City
C. H. Alker
- Owens Bottle Co.Toledo, Ohio
D. C. Appelgate
- Compagnie Parento, Inc.Croton-on-Hudson, N. Y.
Addington Doolittle, D. E. Picciano
- Peerless Tube Co.Bloomfield, N. J.
Geo. H. Neidlinger, Frederic Remington
- Perfumers' & Jewelers' Box Co.New York City
Oscar Sondhelm
- Phoenix-Hermetic Co.Chicago, Ill.
M. U. Ramsburg, Jules H. Dommergue
- Rhodia Chemical Co.New York City
Chas. F. Kelly, L. P. Lamoureux
- John Powell & Co., Inc.New York City
G. R. Rinke
- W. C. Ritchie & Co.Chicago, Ill.
L. H. Brodrick
- W. F. Robertson Steel & Iron Co.Springfield, Ohio
William R. Janney, J. W. White
- Rossville Co.Lawrenceburg, Ind.
C. Randall Hammond
- E. N. Rowell Co.Batavia, N. Y.
Thomas Moore
- Salem Glass WorksNew York City
C. L. Lightfoot
- Geo. Schmitt & Co., Inc.Brooklyn, N. Y.
W. H. Gunther
- Seovill Manufacturing Co.Waterbury, Conn.
L. R. Root, C. P. Cook, R. L. McKnight, G. G. Grant
- Geo. Silver Import Co.New York City
Geo. Silver, A. E. Smith, A. Delavigne
- Sun Tube CorporationHillside, N. J.
F. J. Lynch, D. M. Smith
- Swindell BrothersBaltimore, Md.
W. B. Swindell, Jr., W. C. Young
- Synfleur Scientific Laboratories, Inc.Monticello, N. Y.
Mrs. M. Upshur von Isakovics, A. von Isakovics, Luis de Hoyos, J. F. Linder, Jr.
- Tin Decorating Co.Baltimore, Md.
Jules Smucker, W. H. Green
- A. M. Todd Co.Kalamazoo, Mich.
Wallace A. Bush
- Tombarel FrèresGrasse, France
C. H. Alker
- Ungerer & Co.New York City
Charles Fischbeck
- U. S. Industrial Alcohol Co.New York City
Fred Steffens, T. M. Bennett, Jr., R. E. Kumer
- A. L. van AmeringenNew York City
A. L. van Ameringen, W. E. Grassie
- Van Dyk & Co.New York City
Donald Wilson
- Karl Voss CorporationHoboken, N. J.
Karl Voss, S. H. Corkran
- Waterbury Paper Box Co.Waterbury, Conn.
Fred L. Butz
- James A. Webb & SonNew York City
A. F. Wortman
- T. C. Wheaton Co.Millville, N. J.
F. H. Wheaton, E. S. Hagerthey, J. W. Krause
- White Metal Mfg. Co.Hoboken, N. J.
Hubert Richter, E. S. Lucas
- Whittaker, Clark & Daniels, Inc.New York City
Samuel H. Clark, W. B. Daniels
- Ralph W. WilsonNew York City
A. H. Wirz, Inc.Chester, Pa.
A. H. Wirz, S. H. Corkran, J. B. Blakiston
- Young BrothersProvidence, R. I.
L. D. Young

Visitors

- Amsterose Co.Philadelphia
P. Amsterdam
- Ph. Chaley, Inc.New York City
P. Chaley
- Emery IndustriesCincinnati
H. D. Armitage
- Marshall Field & Co.Chicago
H. E. Lancaster
- Furlager Mfg. Co.New York City
L. I. Furlager
- Grecian Chemical Co.Philadelphia
R. L. Hefferan
- Ferdinand Gutmann Co.New York City
J. T. McCarthy

(Continued on Page 160)

Raw Materials and Their Application

*Paper Written by George Lueders and Read by E. V. Killeen
Before American Manufacturers of Toilet Articles
at Atlantic City Convention, May, 1928*

I HAVE been asked to speak to you about essential oils. However, essential oils, I might say, are only of secondary importance among the great many prime materials used in the perfumery trade. Therefore, with your permission, I shall not restrict myself to any particular line, but shall treat the subject in a general way, which I hope may be more interesting to you.

Within a few months, I shall complete fifty years of association with the line of perfumery prime materials in which I am still engaged today. When I started on my long career, most of the ingredients I handled were more or less mysterious to me in many ways, and I must say, after all this long period, they continue to be a mystery in many instances. At that time, the prime materials, that means the ingredients used in the manufacture of perfumery, were limited, and they consisted principally of the flower essences and other articles produced in and around Grasse and elsewhere, essential oils, gums, resins and other products of nature, of vegetable or animal origin; also chemicals to a limited extent. The large assortment of synthetics appeared later and produced surprising results.

If I said at the beginning that this line was mysterious to me, it was so in many ways; particularly the questions of quality, purity and price caused me a great deal of trouble in my experience. Among these three features, I name quality as the most difficult and I believe it is the greatest problem the trade has to contend with.

I might ask you what method of buying your raw materials do you believe to be the most satisfactory, most reliable and most profitable? Looking back over fifty years of selling these raw materials, I may say I have met with various ways and means employed in the purchase of goods in our line. In some instances, price was the deciding factor, the wisdom of which may be questioned for products where the intrinsic value is so difficult to judge. On the other hand, it must be conceded, that it would practically be an impossibility for the large number of buyers in our line, to have acquired, in a short space of time, a thorough knowledge of these products, particularly as most buyers have to provide a large assortment of raw materials for their factories, of which our line constitutes only a small part. Especially is this the case with soap makers, who, by far, are the largest consumers of essential oils and kindred products. They have to depend largely upon the analyses of their laboratories. In cases where the examining chemist, during many years of experience, also has acquired a good knowledge of his products, this decision should be reliable. However, where the article is simply tested as to its conformity with the requirements of the United States Pharmacopoeia or other leading books, without practical examination by means of scenting or comparison with standard samples, the decision may be considered doubtful.

As these laboratory tests are now applied in almost every case, the seller should know, beforehand, what is expected of the products he has to offer. Nature, however, does not produce everything of a uniform standard each year, as no doubt you are aware; further, the productions in various parts of the country, different altitudes, for example, are not the same, nor are the chemicals made alike by all factories, manufactured in some instances, by different processes, and again by more or less experienced chemists. While chemicals, although varying in quality, doubtless will all pass the analyses which will be applied (because they would be unsaleable otherwise) natural materials may differ considerably in character, and may give negative



results in an analysis. On that account, they are likely to be rejected by the chemist, but not by the connoisseur, and very often these prove, in practical use, superior and more economical. In such cases, you have to depend on the experience and on the olfactory ability of your customer and fortunately, there are very few at present who do not possess these qualities, so that you will have no difficulty in disposing of your parcel irrespective of whether it answers the U. S. P. or other requirements.

Some purchasers, very few I believe, will be satisfied with the assurance of the seller that what he offers is absolutely pure. My experience has taught me that it is far more difficult to conscientiously guarantee an article as absolutely pure than to guarantee it pure according to the U.S.P. or other well-known chemical tests. True, such a guarantee is easy where you are the producer or where you were present when manufactured, or where the origin is a source above suspicion; but in a great number of instances, where you must buy in the open market, even in far-away countries or from producers located in districts remote and inaccessible, you may perhaps, after applying all possible chemical and practical tests, be deceived by chemistry (to which I shall refer later) as a result of what I would not call science but rather trickery and skill. Just as easily as a product can be made to answer all requirements of purity, as far as the Pharmacopoeia and other available tests are concerned, just so easy is it for the experienced operator to change the character of an article by a slight addition of another product, natural or synthetic, to give it, apparently, the character of a higher quality, in strength and fragrance. Care must be taken, of course, that such additions are not detectable by chemical analysis or any other investigations. The dealer and seller, as well as the buyer and consumer, have to be prepared for this and have to be ever watchful.

Of course, the purchaser takes into consideration from whom he is buying and he places his confidence in firms with whom he has been dealing for many years. This is very flattering for the firm who enjoys such confidence and which places a great burden of responsibility upon them be-

cause they may, unconsciously, have passed an article as pure which otherwise may be proved to be adulterated or at least sophisticated. Such cases, I am glad to say, are exceedingly rare.

It must be admitted that the chemical industry has taken a very great and unexpected interest in the production of chemicals connected with the manufacture of perfumery. In such instances, these inventions, made by a skilled chemist, have helped to produce wonderful articles which materially assist the perfumer. In other cases, however, chemistry has done a great deal of harm to the business, by discoveries to be used not for the purpose of raising the quality of the oil, but entirely with the idea of reducing the price, such as chemicals producing esters, phenols, changing the optical rotation and increasing or decreasing the specific gravity; in fact, covering almost any way to change the character in a desired direction. Whenever such discoveries are made, there are, fortunately, leading firms, having an interest in maintaining a high standard of quality for the products they handle, who may invent counteracting tests which will disclose such sophistications.

These circumstances have brought about very peculiar conditions. Chemicals are in existence which cheapen an article, without changing the character, but still they are unknown to the buyers and consumers, and as long as no chemical analysis existed to show their presence, they would escape detection until new chemicals were found to identify such adulterants. In this way, many a firm has been greatly embarrassed and subjected to great losses by finding that they had bought from supposedly reliable sources, articles answering all tests of purity, but nevertheless sophisticated and not as represented. Fortunately, such occurrences are scarce and almost impossible for any firm employing experienced, reliable chemists.

The statements just brought to your attention, I fear may influence you to look with increased suspicion on purchases of your prime materials. However, I am not apprehensive of such consequences because the long established confidence you should have in the houses supplying you, should take care of this situation.

I mentioned the price as my third difficulty. In the parts just discussed, referring to quality and purity, I included almost everything I might say about price. Not to trespass on your time unnecessarily, I shall change the subject, with your kind permission.

During the many years of my association with the perfumers of this country, I have often been asked if we receive here the same goods as houses do in Europe, or are there products unknown to us and not available to us. For many years, I covered in my business itinerary, besides North and Central America, the largest part of Europe, where I came in contact with the well known manufacturers of perfumery. This acquaintance was renewed and maintained during my frequent visits abroad. I can also say that the long established relations with the producers and manufacturers of prime materials, in all countries, have placed me in a position to become acquainted with almost everything used in the perfumery industry.

Therefore, as far as my experience and knowledge go, I may state I am fully convinced that the perfumers in the United States are just as favorably located for the purchase of raw materials here as in Europe. In fact, I may go further and say that the great consumption of our country makes this market even more attractive to sellers and to

producers of raw materials, than their own country in Europe. I repeat that, as far as my knowledge goes, there is nothing which the American perfumer would have to go to Europe to procure or to buy, which he could not obtain here from dealers, agents or by direct correspondence. The difference, if any, between the raw materials used in Europe and here, consists in the selection and in the method used, which would include aging where advisable.

At the risk of being called previous, may I now touch, in a restricted way, on the foreign competition our perfumers have to meet in their own country? I lay stress on the fact that what I say is my own personal opinion. I do not pretend to speak for the world at large, nor to claim that I am correct in all points taken. I know many will differ with me. French perfumes, with the magic word "Paris" on the label, are unquestionably given preference in America. This should not be accepted as evidence and as proof that the perfumery made here is inferior or that excellent and in most cases equally as good perfumes, cannot be produced here. In my opinion, the great demand, in fact I may say the increasing demand for imported French perfume is due largely to the unique character of the products marketed by a few of the Paris houses whose names are well known and repeatedly brought before the public by the most expensive and attractive advertising.

In certain instances, not always, the perfume (I mean the contents of the bottle) influences the sale; again it is the bottle, label or costly box which attracts attention, and quite often, the very high price asked will influence the buyer. Perhaps you agree with me, this is wonderful propaganda, not only for the few well-known firms but principally for the magic word, Paris, and whatever originates from there. It will increase the sale of a great many perfumes that would never find the approval of the American public, if it were not for this word, Paris. Many a prospective buyer will approach the perfume counter saying, "I want some fine perfume but it must be French." The best known and most popular brands are shown but when the price is named, the buyer is often amazed and then the suggestion is offered: "We have such and such bottle from Paris at a very reasonable figure." The result is, the buyer goes home with a bottle from Paris, to find out, or perhaps to not even notice, that he might have bought an American perfume, better in quality, for less money.

I am sorry to state that the danger to the American perfumer is on the increase, because not only has the competition, from the well-known manufacturing perfumers in Paris to be considered, but there are other invaders in the field. Parisian houses, well known, but not identified with the perfumery trade, for example in lines such as millinery, gowns, jewelry, etc., aware of this craze of the American public to give French perfumery the preference, have added perfumes, put up in attractive bottles, with beautiful labels bearing their names, sometimes as maker, but usually with only "Paris" in addition. Would you believe that all these newcomers suddenly developed into experienced, high class perfumers? I feel certain this is not the case, but rather that a perfumer of high repute, independently or connected with one of the leading houses, may be willing, for a very good consideration, to produce perfumes for them. They assuredly pay a big price, but what of that? The American public pays any price if the article appeals to them.

For a time, the most exaggerated, fantastic names were

given to perfumes. Now we find cases where a single number on the label is considered to give more mystery to the contents of the bottle. There is no way to prevent this competition. In addition to celebrated, well-known firms, a large number seem to rush over here, introducing what they call good perfumery, or if sufficient funds are available, starting a Paris import house for perfumery and toilet articles. Some succeed; others disappear without anybody noticing them. Just what to do against it is difficult to answer. The secret lies in advertising, but I am unable to say how to handle it; since advertising brought about the change, it may also be the way to remedy conditions. I do not believe that the unprecedented demand for foreign perfume is due to the magic word, Paris, alone, or to any superiority in quality, style or price, but simply a fancy or craze for an imported article, which gradually may abate and work back to normal. Perhaps a change may be brought about by a concerted educational campaign of advertising. This is simply a suggestion of mine.

On many occasions I have been asked by customers to procure for them, from Paris, a high class, experienced perfumer. They feel satisfied that to be a perfumer, one must originate from Paris. Why should this be the case? The creation of perfumes is a science, rather a natural gift, necessitating experience and knowledge of the great assortment of prime materials, to which new creations are continuously added. The perfumer must have had an opportunity to make use of them, understand their value in combinations and to apply them in the correct proportions. Chemistry is of some help in originating perfumes but a highly sensitive nose is of greater value—I might say very necessary. I believe most of you will agree with me that such ability which qualifies a man as a perfumer, may be acquired as easily by a Frenchman as by an American, in Paris, as well as in America. Such men having all these qualities, gained by experience and research extending over a long period, are not to be found through the medium of advertising or intercourse with parties claiming to know everything. An expert perfumer will not be found walking the streets of Paris looking for employment. He probably will occupy a highly remunerative position for life in one of the leading houses. Besides, if you should investigate, you may find that in the foremost houses, a member of the firm is the originator of renowned perfumes and his services are not available to outsiders.

Creating a successful perfume is not done in a day or a week, but requires endless trials and experiments. The most important part, of course, is to find a base which will give a distinctive character to what otherwise might be an ordinary scent, and for this purpose, the great assortment of synthetics offers unlimited opportunities. A lucky combination of two or three synthetics may establish the base on which to build up the finished product, with the skill and knowledge an expert has at his command. While one of these expert perfumers described above, may accomplish his purpose in a much shorter time and with better results, it must be conceded that a less experienced perfumer may also be successful and produce a new, interesting perfume by a fortunate combination, irrespective of whether he was born in Paris or in the United States.

I have a high regard for some of the wonderful perfumes offered from Paris. I have always taken great interest in examining perfumes coming within my reach and I do not hesitate to state that I also have passed upon a number of

perfumes made in Paris, sometimes for American houses, which do not show any particular skill. Again I have had occasion to examine a number of perfumes made in America, the exquisite taste and character of which showed the hand of an expert perfumer, and nevertheless, sold at a price one-fourth to one-tenth that at which some Parisian perfumes of an equally high standard are offered. I do not know how you might overcome the idea of so many people who believe that a perfume must be expensive to be good, and that one costing less must be inferior.

I would now like to say a few words about judging by scent to determine the preference of two oils or synthetics or perfumes. In my long experience, the sale of merchandise often depended upon the decision of the buyer comparing my sample with another of a competing house, or with stock he had been using. In other words, my success would depend upon the olfactory ability of my customer. In many instances it may be easy to pass such judgment, but in other cases, the decision, in order to be fair, requires long experience and knowledge. I do not intend to discuss simple and ordinary comparisons, where it may depend on which sample was tried first or whether fresh or dried on paper. I refer to cases where the difference between two samples is small or where it is a matter of clever sophistication; for example, where an article has been reinforced or as you might term it, perfumed by the addition of some foreign matter, which apparently improves the quality, giving more strength or more fragrance, indicating a superiority which, in reality, does not exist. If such additions can be proved by chemical analysis, the decision is easy, but in most cases, sufficient skill has been applied to insure a satisfactory result as far as chemical test is concerned.

Then the nose is the only safeguard. To decide by a scenting comparison, made at random, would be unfair. In my estimation, it depends upon the examination being made again and again, rather than casually or simply when fresh or when dried on paper. Your sense of smell will not always be the same. What you may have approved in the afternoon, you may condemn the next morning. The olfactory powers do not always function evenly. Contamination from the atmosphere around you will hamper your ability to judge. Usually you select the strongest sample and this may have been anticipated in the product offered. While inhaling the scent, it is well to think of the real character you are seeking and decide for yourself whether the increased strength you notice is natural and does it mean superiority? It is of great value if you have a standard sample available, which you know to be perfect, and govern yourself thereby. Do not be content with comparing for one or two days but rather continue as long as any scent remains, and sometimes the mysterious strength or fragrance may be explained by what appears as the last scent remaining at the end.

A far more difficult decision is placed before you when you are asked, "What are the ingredients used in a certain compound?" A great many such combinations, often called synthetics, may be offered to you as a novelty or an interesting synthetic. In most cases such compounds (nothing else they should be called) are produced to cover a certain powerful chemical. If sold alone, it might not be rightly judged but combined with a large number of other products, the character of the synthetic will develop and appear to far

(Continued on Page 159)

The Manufacturing Viewpoint

*Paper Read Before American Manufacturers of Toilet Articles,
Atlantic City Convention, May, 1928,
by Dr. E. G. Thomssen*

THE viewpoint of a business depends largely upon the person taking it. To illustrate what is meant in this respect, I am reminded of the couple who were on their second honeymoon. They visited Niagara Falls, a scenic spot neither had seen before. As they gained their first close up view of the majestic waterfall from Prospect Point, the wife looked into the face of the husband and remarked: "Dear, doesn't this remind you of the time the water pipes burst in our kitchen?" The picture that a man in the laboratory or production division of a business visualizes is not as perverted as this. It is, nevertheless, different than that of those engaged in other branches. Only infrequently does he express his views publicly. Possibly this is because he feels that his problems and views are solely identified with his own house. His interests unlike that of other activities of industry, are largely confined to the four walls of his plant. This condition does not always afford him the contact with men of like business interests, as is the case with those in other departments. To have an opportunity to reflect his opinions before a convention like this, is one to be appreciated. Some of them must, of necessity, be personal as no one is able to present this subject without introducing his own interpretations of conditions.

The manufacturing viewpoint of our industry has not only to do with the actual making of the products. It follows their journey through the distributive channels until they are eventually consumed. There is little doubt but that every conscientious perfume chemist is interested in the quality of the preparations he oversees. Very often they must undergo severe climatic conditions and remain in stock for long periods. He has many difficulties to surmount and has his own peculiar problems. It is my privilege to be working not only in the field of toilet articles but in several closely allied branches. My observation is that the manufacturing problems of this industry are not very different than those of the other lines. In certain cases, however, manufacturers of toilet articles are not taking full advantage of the progress which has been so very advantageous to other businesses.

American industrial efficiency is the wonder of the world. In spite of high wages, we are able to successfully compete in the world's markets with foreign manufacturers. The chemical industry of which we are classified as a part has been one of the outstanding industries in that it has shown rapid development in a short period of time.

Other nations have been observing the reasons for American mastery in business. According to a report of two English engineers, Austen and Lord, who were sent over to study our methods, nine reasons are responsible for our efficiency. These are promotion by merit, large outputs at small profits, lowering costs by improving processes, automatic time-saving machinery, lack of hostility toward high wages,

exchange of ideas by competing companies, welfare work among employees and utilization of research. These causes for the high efficiency of American manufacturers are undoubtedly true. Three characteristics stand out even more prominently among our large industries. These are mass production, standardization or simplification and minute division of labor.



The application of these principles to the manufacture of toilet articles is not as readily accomplished as in other lines. Our business has certain peculiarities that present difficulties in this respect. The goods we make appeal to the aesthetic side of the consumer. Then too, tastes and styles change rather rapidly and the American manufacturer is competing with foreign goods which are packaged for appearance rather than economy. The consumer wants daintiness, beauty and variation in toilet articles and is willing to pay a price for these. This makes it a difficult matter to apply efficiency methods to our manufacture upon the same scale as is possible in other businesses.

There are, however, certain economies of manufacture that can be accomplished by proper co-operation of manufacturers and suppliers of packages. Elbert Hubbard said: "The paramount purpose of business is profits." The cost of selling and advertising toilet goods is ever increasing. It remains, then, for manufacturers to compensate some of these losses by reducing costs in manufacture. In this way he guards his profits. The endless details of size, style, shape and composition of toilet articles leaves much to be desired in promoting industrial efficiency. Increase of sales through increase of package complications and decrease of profits is not uncommon in this line. Simplification of packages is one of the outstanding problems from a manufacturing standpoint. This problem concerns not only those who make finished goods but the manufacturers of bottles, jars, tubes, boxes and the machinery used in making these, as well as the filling equipment. Some progress has been made in this respect. I need only mention the standardization of continuous thread jars and bottles as to size and pitch of threads by the glass manufacturers. This is an advance which has taken place within a short period. Other simplifications are possible and this association through special committee of active and associate members working with this purpose in mind could recommend other changes which may be highly desirable. Economies of manufacture might result which will benefit the industry as a whole. These can be brought about without sacrifice of artistry, the sentiment in the package, which is so important in toilet articles.

No branch of American industry has progressed very far where there has been suspicion of the business rivals. One of the very reasons our industry has grown is attributable to the organization here assembled. The co-operation and ex-

change of confidences has resulted in general advancement. Interchange of ideas from a manufacturing standpoint has not been as prominent as some of the other activities. The cause of this lies in the fact that it is a sensitive and difficult matter to properly accomplish. There are, however, certain problems of manufacture that can be frankly discussed without revealing any particular information as to formulae, processes or other manufacturing secrets.

This question opens up most prominently the raw material situation. We all use practically the same class of products. We ought, therefore, to be mutually concerned in their composition and purity, as well as cost. Not only does this apply to the manufacturer of cosmetics but to the producers of the raw materials. One does not have to be engaged in this industry very long to realize that proper confidence does not exist in much of the raw material supplied us. To aggravate the situation still more, it is a subject of common gossip between sales representatives, foreign representatives and the purchasers. Suspicion against this or that supplier is often raised by subtle or unfair tactics. I refer particularly to the situation in perfume raw materials. It is a much discussed question that does not reflect to the credit of this industry.

Everyone admits that adulteration exists to a large extent in flower oils, essential oils and synthetics. The majority of it has its inception in the countries in which the products originate. The sophistication is so easily accomplished that the temptations are great. It is done not only for unethical reasons but to meet the insistent demand of consumers for cheaper prices. In certain cases odoriferous products are actually improved by scientific additions.

Only a year ago a paper on "The Evaluation of Raw Materials" was read before this convention by one engaged in essential oil selling. More recently another prominent dealer in these products wrote an article on "Essential Oil Adulterations" which received widespread publicity. This sort of propaganda lends a hopeful tone to the situation, but our industry has lagged behind others in clearing up such a situation. Men who actually use these products are the ones who feel these conditions most keenly.

There is nothing new in what is being said, but the sad part of it is no concerted effort is made toward improvement. In days past standards have been proposed. This is a difficult solution, however, for chemical standards are easily met by carefully studied additions. It is a well-known fact that chemical specifications for certain oils may be standards of adulteration rather than standards of purity. The fact is true that the chemical senses, taste and smell are more accurate in evaluating a good oil than any chemical method. Their sensitiveness which is cultivated by training will detect impurities which cannot be readily determined chemically.

There is no questioning the point that as perfumers we should take more interest in the question of raw materials. If this question of adulteration is abrogated, it must be done by those who use, rather than sell the products. Insistence upon pure perfume oils would make a bigger market for these at fair profits. If adulterants are to be employed, these could be furnished as such and added by the consumer. Oils which are purchased ought to be marked "Unadulterated." If upon purchasing an oil so branded, it was positively proven to be adulterated, general publicity of the fact should be given. By placing the spotlight authentically

upon dishonest practices of this sort, improvement would rapidly result.

Insistence upon pure products at fair prices, buying adulterants separately as such and making their addition in the manufacturer's laboratories, closer scrutiny of the purity of perfume oils, publicity of the fact that impure products have been delivered would go far toward purging this situation. Not only should this be the case with odoriferous products but with other raw materials as well. From a manufacturing point of view it is certainly a desirable goal.

The limited opportunity of men who are actually engaged in making toilet articles for closer contact has already been given mention. Other industries have found this to be desirable. In fields like rubber, oils and fats, paints and varnishes, medicinal products, the chemists and manufacturing men are working together on problems of general interest with excellent results. Our association might profitably foster a movement of this sort and obtain benefits such as have accrued to industries in which these contacts have been encouraged.

In this respect a short discussion concerning research and industry is in order. It is a subject of particular interest to those interested in manufacturing. Scientific research has received a good deal more general attention in the past few years than it has ever had. We have passed from the age of belief and are living in an age of science which looks for evidence and fact. Original investigation has thrown much light upon commercial as well as industrial problems. We are told that \$200,000,000 is now being spent annually for research in this country. Individual corporations are spending about two-thirds and the Government the other third. Some seventy trade associations are spending \$15,000,000 of this amount. Bankers in certain cases have come to regard the fluctuation in earnings between corporations in competitive fields, measured to some extent, by the amount of research carried on by each. Such industries as dyestuffs, meat packing, sugar, pharmaceuticals, lumber and cement have made great strides by united effort in the field of pure research.

This question has had some attention by this association and is now being continued in Columbia University through a private subscription. Possibly the line of attack has not appealed to the membership as a whole. Industry, when interested as a unit, in this question is concerned with return for money invested. In the bulletin on "Trade Association Activities" issued by the United States Department of Commerce (page 177) we read:

"Research in a trade association should first be directed along lines of greatest immediate benefit and interest to the association membership; it should produce results that can be used in all practicability for direct advertising; and it should be directed by a man who has the confidence and support of the conservative men in the industry. This will enable the research progress to survive long enough to insure recognizable financial return to the association. Thus the problem in starting any industrial research work is insuring its continuance for sufficient time so that the work may become practically useful and financially remunerative."

In our industry the problem of research is a difficult one. The sale of toilet articles depends so largely upon novelty and reputation that fundamental efforts are questionable as far as their benefit to all individual members are concerned. We are concerned mainly in larger consumption of toilet articles and any co-operative effort that will bring this to

pass would be welcomed. The question of new perfume bodies and of chemical constitution of odor groups is only a small part of our difficulties. We face the questions of appeal of package, confidence in the efficacy and quality of our preparations, appeal to vanity or other characteristic of consumer, continuance of use of our products, improvement of raw materials and quality of our goods and keeping properties of toilet articles. These are of far more importance to our industry from a purely business and selfish standpoint.

Toilet articles have been introduced into the state asylums for women of Illinois as a cure for certain forms of insanity. It has been found that self-beautification is one of the best methods yet devised for rescuing mentally disordered women from their real or imaginary ills. By giving them poise, self-confidence and personal satisfaction, cures have been effected by beauty preparations. It is new discoveries like these that our industry as a whole is interested in.

The question of proper channels for remunerative research by this association as a unit is one in which men who actually manufacture the toilet articles ought to be concerned. It is a question which should have very close consideration and should most certainly be continued along lines which will be remunerative to the industry as a whole.

Claims made for toilet articles is a subject which must occasionally interest the man who makes the preparations and knows what they will accomplish. It is true that enthusiastic advertising copy writers sometimes exaggerate the merits and properties of the product they are describing. The claims made are of such latitude that a scientifically trained man who actually is familiar with their efficacy knows they cannot be substantiated upon an experimental basis. This condition is not conducive to good results to our industry as a whole. It is seized upon as a vulnerable point in proposed legislation against toilet articles and unless it is curbed, it is apt to lead to restrictive legislation such as has been the case with kindred products. In some houses statements made in advertisements are scientifically checked up in the laboratory. This is particularly true of certain department stores. Unless the properties set forth in print are verified by actual experiment, they are altered to meet the facts. Some such limitation placed upon distorted publicity legends by all manufacturers would eventually result in an advantage to all engaged in the industry.

Along this same line, there is another observation. As I write this I have before me a box of face powder. Among the statements made setting forth its merits is the sentence: "It does not contain white lead or other harmful adhesives." Those of us who make face powders know very well that the materials entering them are of highest purity. The inference that manufacturers which make such statements wish to imply in the minds of the uninitiated is that face powders do contain harmful substances. This sort of a procedure not only is harmful to his competitor but it also limits the consumption of face powders in general. By such limitation it really is a disadvantageous remark to himself. It produces just the opposite effect of that originally intended. This one case has been cited. There are, however, many other stereotyped phrases which are employed. I need only mention "will not grow hair," "does not dry the skin," "leaves no bad after-effect" to recall a few of the more common ones. These negative implications add nothing to the merits of a toilet article. Only, very rarely are any of them true. It

is far more important to stress the purity and efficiency of our products than to attempt to set up wrong impressions by such inferences.

In conclusion, I might say the manufacturing viewpoint takes in the full vista of the industry. We may see the broken water pipe in the grand waterfall but the outlook is for increased business. On the upper Mississippi we have wing dams built out from the shore line to the river channel for mile after mile. These dams keep the water flowing down the stream so it cannot deposit sediment during low water and thus interfere with river traffic. There are certain safeguards in our business which cause a flow of progress. These are constant improvements in our finished product and raw materials, labor saving machinery, better and more beautiful packages, trained and unskilled labor that is efficient and satisfied. Advancement in these attributes to American made toilet articles is a contribution that comes from the men in the production end. It aids in the gradual progress we all desire. I thank you.

Is Lipstick a Necessity for Stenographers?

(Special Correspondence)

A curious case recently came up for decision before a Berlin labor court, where Fraulein Bibi, a stenographer, put in a claim for a month's wages in lieu of notice.

It appeared that Miss Bibi's late employer had noticed mysterious red marks on the office curtains, which, after inquiry, he discovered to be caused by smears of lipstick, for the young lady had got into the habit of correcting the curve of her lips with the curtains instead of using her pocket handkerchief, which would have been more seemly.

So as clients of the firm noticed the tell-tale marks and passed remarks about them, Bibi's employer considered that his reputation was at stake and accordingly discharged the girl without giving the usual notice.

Miss Bibi undertook her own defence in which she contended that the use of a lipstick was indispensable to any girl desiring a successful business career. She went into details as to prices and quality of lipsticks and said that though there undoubtedly were articles of such a superior nature, that their use would obviate the spoilage of the curtains in dispute, yet her salary did not permit of her indulging in the better class article.

She went into thorough details as to her weekly balance sheet, explained how her money went, and conclusively proved that nothing was left over which could be available for the purchase of a lipstick that at present was unfortunately beyond her means.

Finally she pleaded that her cause was not merely her own personal appeal, but that of her sister stenographers in many thousands.

Miss Bibi's eloquent pleading convinced the court, and she had the satisfaction of hearing her former employer being ordered to hand over the amount due.

A veritable triumph indeed for the lipstick.

Isopropyl Alcohol

H. S. Garlick. *Ind. Chemist* 3, 392-4(1927).—The physical and chemical properties of isopropyl alcohol are enumerated and discussed, also its physiological action and its commercial possibilities. Its manufacture from "cracking gases" and from acetone is described.—*Chemical Abstracts*.

The Trend Toward Consolidations

*Address Delivered Before the American Manufacturers
of Toilet Articles, Atlantic City, May, 1928*

*by Sylvester W. Muldowny**

WHEN the announcement of the consolidation of Sterling Products with the United Drug Company was off the press, leaders in the field began to turn the microscope of analysis upon the new development in order to discover as far as possible the causes for this strange alliance and perhaps to hazard a guess as to its ultimate outcome.

To a banker, however, sitting on the sidelines of business and watching this merry whirl activity, the announcement seemed but a natural development, a facet of the changes which make the present industrial age such a fascinating one.

The history of the present industrial age can be compared to the growth of an infant; a child learning to walk is amusing; when it begins to talk, it becomes fascinating; when it begins to think coherently it becomes interesting; and when it reaches the stage of real expression, it becomes a problem.

The proprietary field (and by proprietary I mean businesses manufacturing and selling drugs and chemicals, medicines, toilet requisites and sundries) has just reached the expression stage. Sterling Products and United Drug have cast their future in the melting pot of merger and analysis seems to indicate that one of the fundamental reasons for such a liaison is the result of the many and intricate problems that are rapidly becoming household words in the industry.

Before discussing the specifically contemporary problems of the proprietary field, it is, however, advisable to review briefly the history of the industry in order to analyze some of the fundamentals involved in its growth and expansion.

The industry for years has demonstrated remarkable stability. Manufacturing and selling low unit cost merchandise makes the industry comparable to the five and ten cent stores. Profits have never depended upon mass production, which has been the rule, rather than the exception, in a good many other industries. Even production losses are practically negligible because manufacturing problems in the proprietary field are simple and fundamental. Raw materials are easily obtainable; skilled workmen or complicated machinery are hardly ever required to convert the raw material into the finished product. Perhaps the most stabilizing influence of all, however, has been the manner in which the demand for the product has regulated manufacturing schedules.

Ford in 1927 was still officially the greatest exponent of mass production in the world. Actually he was out of business and he was out of business because he started from the factory's back door and then first sought a market for his product. Tastes had changed over night and Ford

at last met those changing conditions of style with a new car for which a real market existed. As long as Ford allows consumer demand to regulate his manufacturing schedules, he will be in the ascendency. As soon, however, as Ford loses sight of the consumer and allows mass production to dictate the terms of the battle, his plight will be a sad one indeed.

During 1920 and 1921 most industries took severe losses in inventories. While manufacturers and retailers alike were learning their hard lesson, hand-to-mouth buying, which has been close to the heart of the retailer ever since, was inaugurated. Falling commodity prices and the resultant losses in inventories, however, did not affect the proprietary field; and at present, except through obsolescence, inventory losses in this field are practically unheard-of occurrences. Up to the present time, however, even obsolescence has hardly been an important factor in the proprietary field. Whether or not in the future it will become one to conjure with is a moot question to which one answer is as good as another.

The past record of performance indeed indicates quite clearly that the future earning power of the industry is assured. Demand for the product, created largely through advertising, of course, has established buying habits on the part of the consumer which are not likely to be easily changed. As the demand increases, there will be a trend towards still lower manufacturing costs and there is every reason to expect that the growth of the demand for the products of the proprietary field will continue. Consumer tastes are even now improving and the consumer today considers those products necessities which only yesterday he looked upon as luxuries. As education becomes more accessible to the people, living conditions will, no doubt, further improve and the continually increasing desire for products of this industry will act as a tremendous stimulant to its future growth.

The good-will of the individual concern, enhanced through national advertising, should naturally increase in value. The tendency toward continued easy money will, at the same time, increase the volume of the entire industry because more money will be spent upon products which create greater comfort and provide more luxurious living. These are additional reasons for the expected growth of the industry.

At present, purchasers of proprietary articles represent only a small minority of the total purchasing power of the country. That small group will be gradually reinforced.

Up to the expression stages, this child of industry has clearly proven to be a hardy creature. It is difficult to imagine the proprietary field meeting with obstacles serious enough to stunt or seriously endanger its future growth. But times are changing and the industry must be ready to



* Sylvester W. Muldowny, member of class of 1919, University of Wisconsin, employed by John O'Leary, 1919-26, Head, New Business Dept., Lehman Bros., 1926 to date.

meet these changes in the situation with a new front.

Distribution is the primary problem of the proprietary field, as it is of other industries, with a difference, however! High cost distribution in other industries is primarily the result of mass production, mass production having placed such an emphasis upon sales volume that manufacturers have been forced to pay for obtaining that volume.

In the proprietary field, mass production having never played an important role, the problem has been to obtain distribution in competition with other manufacturers in kindred lines.

The independent retailer has long been the ally of the manufacturer with a nationally advertised brand. In obtaining this distribution, the manufacturer wastes much time and effort because the modern retailer of his products has become an automatic seller and is primarily interested in obtaining a quick turnover. The retailer will stock only those products for which a real demand exists and the manufacturer makes a strong effort to create consumer demand and acceptance for his article before he can hope to obtain any kind of distribution. Advertising alone doesn't do the job. The manufacturer must see that his products actually move off the shelves of the retailer.

While the independent retailer has been the greatest ally of the national advertiser, a great new factor has been developing which will become a competitive antagonist of no mean proportions, namely, the chain drug stores.

These chains, conveniently located and selling well-known brands (at cut rates) will eliminate all the extravagant features of the locally known independent retailer and substitute merchandising for automatic selling prevalent among the independent retailers. Due to economies in purchasing and in management, the large drug chain of the future will prosper at the expense of the independent retailer, a development which will only complicate the manufacturer's distribution problem further because his loyalty to the independent will be challenged. It will require extreme skill and ingenuity on the part of the manufacturer to keep both of his two friends on his side without alienating either one of them, and this will only tend to intensify the necessity of his cementing a lasting friendship between himself and the consumer.

Then, too, the proprietary field has been and will continue to be in continual conflict with all other industries for a share in the consumer's purchasing power. This battle for the consumer's loyalty will increase in importance in the future and the outcome will depend upon how successfully the proprietary field can meet the inevitable development.

Some manufacturers who have won consumer loyalty to a product have added other items to their line in the hope that the winner would carry the potential losers over the goal line. This policy has made, however, for a multiplicity of products which has merely helped to complicate the distributing machinery.

It is also interesting to note that those manufacturers who have placed all emphasis on one product or on a complementary line of products have made considerable inroads upon the established business manufacturing and selling a more general line. By emphasizing one product or having a complementary line of products, the manufacturer has been able to appropriate more money for advertising and selling and with this ammunition he has been able to create a new market for his products. The manufacturer with a more general line and with one or two leaders, meanwhile, has

been able to maintain his volume on the leaders, which are well advertised, but has lost a considerable part of his volume on the less advertised brands in competition with those who sell one product or a complimentary line of products. This tendency will doubtless increase in importance and aggravate the already troubled waters of that great river—distribution.

Even before the Sterling Products-United Drug merger became an actual fact, there was a definite movement within the industry for the well-established business to "buy out" proprietaries that placed all selling emphasis upon one product or a complementary line of products. This type of consolidation neither makes for the elimination of competition nor for the acquirement of raw materials, but is based upon the profit-making possibilities of acquiring a business whose results could be greatly improved under consolidated operation.

The future growth of the proprietary field must be either internal or external in scope. If growth takes the form of expansion from within, new products must be created and new managements found and trained to manufacture and sell these products. If expansion comes from without, then merger offers the opportunity for the parent company to acquire a product with some national distribution and a well-trained executive force. If the parent company decides to expand from within, it merely adds to the competitive situation; whereas, by expanding from without, no increase in productive capacity is involved.

Ever since the days of Adam, men have banded together to defeat any enemy who would dare to encroach upon their domain. In business, similarly, consolidation of effort has been frequently relied upon. Large size offers to industry the elements of strength and security that express themselves in greater economies and profits.

The extent to which this development will grow, of course, depends upon individual circumstances. If the reasons for consolidations are fundamentally sound and economic conditions make merger necessary for the life and continued prosperity of industry, all individual predilections and prejudices will be swept aside.

There is a basis for believing that consolidation in the proprietary field is economically sound. Selling and distributing costs would be cut considerably by merger and this would place the consolidated company in an enviable position as far as competition is concerned. Haphazard methods of buying, selling, distribution and appraisal of consumer markets could be eliminated. Consolidation should facilitate the simplification of a line, so that those items which even under the most favorable circumstances contribute only a small percentage of volume can be dropped.

If properly conceived and managed, consolidations will play an important role in this new economic era. It is a natural characteristic of the American to break records and the average American likes to see records broken. The greatest pacemakers and record breakers today are the consolidated companies. General Motors, for example, has broken and is still breaking all known records of production and sales in the automobile industry. The publicity emanating from the New York Stock Exchange has spread all over the world and has in no small way accelerated the success of this company. The consolidated company, the securities of which have national distribution and a broad public market to tie in with the national distribution of its product, is in a much stronger position to meet competition

than the closely held company whose public is not "in" on its activity.

A business is made up of three factors: The manufacture of its product, the sale of its product and its capital structure. All three are important; all three should have protection. One of the greatest protections to any business that has reached a certain size is the distribution of part of its securities to the public. Many industrial leaders, such as the late Judge Gary and Mr. Raskob of General Motors, have stressed the importance of the advantages accruing to any business that includes the public in its activity. One of the real benefits that should accrue to any consolidated effort would be the inclusion of the public as partners.

Of course, though consolidations in the proprietary field do assume tremendous proportions, competition will not be entirely eliminated since it requires but little capital to start in this business. But unless the new company has a product that distinctly deserves economic life, the great consuming public will turn its thumbs down and failure will be inevitable.

As competition increases, greater and greater demands will be made upon manufacturing and selling effectiveness. Improved and new products will have to arrive at continually greater speed from the laboratories. Research will play a tremendous part in the future of the proprietary field—effort that is not concerned with the day-to-day profits of the company, but is looking always towards tomorrow's profits. While splendid work is being done in this direction under small unit management, as competition becomes keener a still better job must be done. The large industrial enterprise will be able to afford, for this purpose, general executives and specialized minds much more easily than the small independent enterprise.

The Sterling Products-United Drug merger gives one a pointer as to which way the wind is blowing. Whether it will reach tornado force in the near future, it is difficult to say. Even though consolidations cannot be the panacea for all the ills visited upon the industry by high cost distribution, there is, however, a strong basis for believing that where it is conceived on fundamentally sound economic grounds, consolidation will gain rapidly in favor and help to purge the whole proprietary field of its enormous wastes and numerous duplications.

Bulgaria as a Market for Perfumeries

(Special Correspondence)

The French Commercial Attache in Bulgaria reports as your correspondent has been advised that there is a large demand for perfumery, toilet waters, powders, rouges and lip and eyebrow sticks in Bulgaria. There is mainly a demand for low priced products. The domestic industry is supported by the Bulgarian Protective Tariff Law, which imposes very high duties. The competition in these low priced products with the domestic industry is only possible by the establishment of special bottling offices for the reason that the duties on not yet finished products are much smaller. The oils and essential oils are made up in Bulgaria in accordance with the original directions and filled in bottles. In this manner, for instance, a French factory has been able to meet the competition of the domestic industry. All other French deluxe perfumes are mostly smuggled in and can therefore also be sold at low prices.

Raw Materials and Their Application

(Continued from Page 153)

better advantage and, in fact, might demonstrate in the compound for what perfume or fragrance this product is particularly adapted. Naturally, every perfumer or soapmaker is anxious to make up his own compounds and, therefore, will experiment himself or call upon his perfumer to produce a compound replacing the new synthetic, or so-called, offered to him. These compounds referred to are in many cases made up by experts and with great skill and knowledge of the materials used. It is safe to say that very few perfumers nowadays dispense entirely with any such compound or compounded synthetic. There are a great many of them well introduced, largely used, and quite safe from imitation. There are others which are compounds of well-known ingredients, much easier to prepare.

In all such cases chemistry will be of little help, but the olfactory ability alone will have to be depended upon. The object to be examined should be tried in pure condition and in alcoholic solution. The principal ingredients are usually discernible at the beginning, but it is only by careful, if I may say, scientific scenting that you will be able to gradually detect the various component parts. After having classified a number of them, an expert will add to them by knowing what most likely will harmonize and may be present, and with his experience he will continue to discover other ingredients used which will appear gradually, by patiently continuing the process of scenting. If it is a question of a high-class compound or synthetic, so-called, with a more or less unknown chemical as base, it will require much greater investigation and patience. The nearer you come to the base, the more difficult it will be to discover the ingredients, and when you have reached so far, all experience, skill and knowledge, and last but not least, luck, may be necessary to arrive at your goal—not always—but at times.

In concluding, I would like to repeat that my address is not intended to increase your knowledge. I have no doubt there are many among you who, while not looking back over a longer experience in the perfumery industry than mine, nevertheless may have had more and better opportunity to study the points I have discussed. Therefore, the statements I have brought to your attention should be considered as my own impressions, which may differ from yours—in some cases not be correct—in which event, I hope for your kind indulgence.

I thank you for your attention and I hope that some part of this address may have been interesting to you.

New Cosmetic Import Rule in Czecho-Slovakia

(Special Correspondence)

In Czecho-Slovakia a new ordinance has been issued in which it is provided that cosmetics, including rouges, hair tonics, perfumes, soaps, powders, etc., can only be imported if at the same time there is submitted a certificate of a government or authorized private domestic or foreign testing laboratory, or of an authorized domestic expert, showing that the products imported are not objectionable from a hygienic point of view and that the containers, tubes, etc., do not contain more than 1 per cent of lead. These provisions do not apply to samples in customary quantities, if they are forwarded to Czecho-Slovakian manufacturers or representatives of foreign manufacturers of perfumes and cosmetic preparations.

Present at the Convention

(Continued from Page 150)

J. L. Mathieu.....	Detroit
Parke, Davis & Co.	Detroit
H. N. Dalton	
Perfume Importers' Ass'n.	New York City
B. M. Douglas, Jr., C. S. Welch	
Pinaud, Inc.	New York City
Harry M. Sharkey	
Simon & Elting	New York City
W. F. Simon, Jr.	
Storier Laboratories, Inc.	New York City
Benson Storier	
George Uhe, Inc.	New York City
George Uhe	
Woodworth, Inc.	Rochester, N. Y.
John Bartholomew	

Ladies Present at the Convention

Mrs. W. H. Adkins, Mrs. D. C. Appelgate, Mrs. A. D. Armstrong, Mrs. John Bartholomew, Mrs. A. H. Bergmann, Mrs. G. J. Block, Mrs. C. Bourguet, Mrs. L. H. Brodrick, Mrs. Percy Brown, Mrs. A. E. Bruns, Mrs. A. C. Burgund, Mrs. J. P. Bushfield, Mrs. Fred L. Butz, Mrs. Samuel H. Clark, Mrs. W. V. A. Clark, Mrs. J. W. Colbert, Mrs. H. F. Colcord, Mrs. C. P. Cook, Mrs. H. C. Coppins, Mrs. Luis De Hoyos, Mrs. A. Delavigne, Mrs. Chas. W. Dorn, Mrs. P. R. Dreyer, Mrs. E. Ekstein, Mrs. D. H. Faile, Mrs. H. S. Fisher, Mrs. A. Fortune, Miss Fortune, Miss Pauline Fuller, Mrs. L. I. Furlager, Mrs. G. G. Grant, Miss Evelyn M. Green, Mrs. W. H. Green, Mrs. J. Greenberg, Mrs. W. H. Gunther, Mrs. D. G. Hailer, Mrs. E. Hoffman, Jr., Mrs. E. Hoffman, Sr., Mrs. C. O. Homan, Mrs. Frank S. Hyatt, Mrs. O. C. Isbell, Mrs. C. E. Ising, Mrs. S. B. Kaiden, Mrs. A. F. Kammer, Mrs. E. V. Killen, Mrs. E. W. King, Mrs. R. F. Kinney, Miss M. Kipler, Mrs. Richard M. Krause, Mrs. William Krone, Mrs. Geo. B. Laing, Mrs. Frank S. Lally, Mrs. John D. Larkin, Jr., Mrs. L. P. Lamoureux, Mrs. F. N. Langlois, Mrs. E. C. Lanning, Mrs. L. S. Levy, Miss Lillian Luckenbach, Mrs. Frank J. Lynch, Mrs. Robert B. Magnus, Mrs. J. H. Majesky, Mrs. B. H. Margolies, Mrs. D. H. McConnell, Mrs. R. L. McKnight, Mrs. Wm. G. Menne, Mrs. Geo. F. Miller, Mrs. A. K. Paul, Mrs. V. Potter, Mrs. R. B. Reinhart, Mrs. G. R. Rinke, Mrs. L. R. Root, Miss Patricia Rowse, Mrs. Carl Schaezter, Mrs. Herbert Schiel, Mrs. W. L. Schultz, Mrs. Harrison P. Shedd, Mrs. D. M. Smith, Mrs. Jules Smucker, Miss Virginia Smucker, Miss Margaret Swindell, Mrs. Walter Swindell, Mrs. Chas. A. Tome, Mrs. C. E. Tompkins, Mrs. A. L. van Ameringen, Mrs. R. C. Vaughn, Mrs. M. Upshur von Isakovics, Miss Rosa Von Isakovics, Mrs. Karl Voss, Mrs. N. Weihmann, Miss Weihmann, Mrs. M. Wilcox, Mrs. A. H. Wirz, Mrs. A. F. Wortman, Mrs. L. D. Young.

Australian Druggists Seeking Toiletory Trade

For some time past, according to a recent report by Trade Commissioner E. G. Pauly, Melbourne, Australian chemists have been losing a considerable amount of business, owing to the fact that large quantities of toilet preparations and proprietary medicines are sold by department stores at much lower prices than those at which the goods are retailed by chemists. To overcome these difficulties an Australian Pharmaceutical Guild has been formed.

Uses "Long Distance" Systematically

System, co-operation of everybody concerned, and the use of a prepared list of retailers in other towns called a "sequence list" have all combined to make good business through the long distance telephone for the Chapman Drug Co., wholesale druggists, of Knoxville, Tenn.

A certain number of merchants are called on the telephone regularly on a certain day of each week. The "station-to-station" call is used, so that the cost is reduced. The chief time-saver, however, is the "sequence list." The long distance telephone operator has this list, or rather several lists, and all the Chapman salesman has to do is to call her and tell her he is ready to talk to merchants on list A. She then calls them in rotation, connecting the salesman with the second merchant on the list as soon as he has finished with the first, and so on to the end of the list.

The telephone campaign is supplementary to personal contacts established by the salesmen, A. R. Smith and M. E. Brown, in the field. It has already been recognized by the merchants as a definite part of the wholesale company's work and many times when a connection is completed for one of these salesmen a merchant will answer with a "Hello, Mr. Smith," before the latter has announced himself. The merchant has recognized his caller by the time of the call—which is made with great regularity.

The telephone campaign was inaugurated last summer by Harry Black, general sales manager for the drug company. During the first month of its operation it resulted in sales of \$2,062 worth of goods at a sales cost of 1.08 per cent. The next month showed a substantial gain and the third month telephone sales mounted to \$3,675 and the fourth month to \$4,344. It now is about \$6,000 a month.

This method has enabled the drug company to reach trade that could not possibly have been covered without greatly augmenting its traveling force. It has proved as satisfactory to the customers as to the company. Not only has the regularity of the call enabled them to systematically replenish their stocks, but in many cases a druggist will find, after a representative has visited him, that he has forgotten to order several items. He is, therefore, glad of the opportunity to make a supplementary order.

Prescribing Blushes for Beauty

Beauty specialists are among the most ingenious people in the world. Out of the fullness of their generous knowledge they advise only nature's methods—exercise, simple diet, fresh air, plenty of rest and the thinking of beautiful thoughts, or, better still, none at all. Thus is the figure kept free from fat and the face free from expression.

When patients declare that they are too busy, too lazy or otherwise incapable of carrying out such instruction, the expert is ready with a substitute, expensive, but easy to use. The latest wrinkle in the beauty business is a wrinkle preventer. It comes from Paris, the home of high-priced cosmetics.

First a natural scheme is suggested. The lady who blushes easily and often will keep wrinkles away, because the rush of blood to the surface is good for the skin. "Blush drill" is part of the physical exercise of patrons of the beauty parlor. For hardened sinners or any who cannot blush at command, a preparation to stimulate the circulation is substituted.—*New York Times*.

Reflections on the Chemical Senses*

*Continuation of a Discussion of the Mechanics and
Chemistry of the Taste and Smell Sensation*

by Dr. E. G. Thomssen

OODORS will undoubtedly increase or decrease our pleasures. Here probably lies the secret of the use of perfumery. Unpleasant odors may give one an unrecognized and unanalyzed feeling of irritation and displeasure. Cases have been recorded where certain odors stimulate the individual to do his best work. Schiller, I think it was, who could write most inspiringly when he had the odor of a partially decayed apple in his desk. Since these facts are true it is worth while to train our odor identifying capabilities. Greater pleasures of life may lie before future civilization in educating this uneducated sense. The power to smell operates perfectly in most individuals. It remains for science, through obtaining a more thorough knowledge, to help educate the sense-smell so that pleasures such as we derive from hearing and seeing may be enjoyed. Possibly the day will come, when we thoroughly understand the mechanism of smell, that instead of attending a concert or movie we will go to an entertainment which caters to odor. With the proper associations new forms of entertainment may still lie before us in this respect.

In spite of the fact that mankind has not taken full advantage of the industry which may be developed through greater scientific investigation in the chemical senses, great strides have been made on the business side. This is especially true with regard to taste. An immense amount of traffic is carried on in such fields of business as food specialties, confectionery, drinks of various kinds, all of which cater to man's sense of taste. He will pay a price and go to great extremes to satisfy this desire. It may be said that all food or drink, except that consumed to exist, owes its popularity to the satisfaction of man's taste. The influence of tasty food upon the digestion thereof is also of great value. The history and romance connected with the story of spices is a good example of the extremes to which man will go to please his palate.

In spite of the fact that taste is largely dependent upon odor we do not consider foods or drinks which owe their fine flavor largely to smell as an industry built upon this sense. In view of this fact we must place into the field of industry built upon taste practically all products consumed by the mouth.

The industries, therefore, that owe their business existence to the smell sense as perceived by the action known as smelling are the most limited of those depending upon the senses. They consist of the perfumery business which fortunately has associated itself with self-beautification. This has built up a field for manufacturing special chemicals as raw materials and has led to agricultural pursuits occasioned by the reduction of essential and flower oils. The application of perfume materials in economic entomology is the third application.

Of these three, the perfumery business is the most important. This industry has grown so that it now involves

millions of dollars in volume, employs thousands of people ranging from skilled scientists to menial laborers and taps from and distributes to all parts of the world. Its applications cover the fields of engineering, botany, zoölogy, physics, psychology and chemistry. Because of the raw materials required it has developed numerous plants manufacturing synthetic organic chemicals. What cannot be produced in the laboratory is produced naturally. The cultivation and production of flowers and plants for flower and essential oils or other natural odoriferous products solely is carried on in a large way in southern France, northern Africa, Bulgaria, Italy and other portions of the globe. Allied to this special line of agriculture is the production of proper fertilizers for growing flowers for odor strength. In spite of assertions to the contrary we will probably always have the natural perfume raw materials produced side by side with the synthetics which represent the skill of the organic chemist.

The business of perfumery has become identified with personal attractiveness of both men and women. The association of cosmetics with odor is so close that the sale of a toilet article often depends upon the scent with which it is perfumed. Therapeutics also enter to a certain extent into cosmetics and perfumery. Many of the oils and other raw materials have antiseptic and medicinal properties. The prevention and healing of certain ailments may be traced to their use. This may occur innocently upon the part of the user and manufacturer. With their use, however, the prevention and healing of certain simple disorders undoubtedly occurs. Not only this, but the peace contentment and graciousness in making woman attractive to her friends is a contribution to humanity beyond any mere money value. It is no longer the vogue to say women are crazy about cosmetics. It may rather be said cosmetics are keeping many women from going crazy. A Chicago alienist, Dr. Hershfield, has opened a new use for the curing of insanity through the establishment of beauty parlors in all hospitals for the insane in Illinois. Self-beautification is one of the best methods yet devised for lifting mentally disordered women from their real or imaginary ills. If beautification has a wholesome effect on women in asylums it certainly has a wholesome effect on women outside. By giving them poise, self-confidence and personal satisfaction, cosmetics make a decided contribution to the ease of mind of womanhood.

Many predict that man's next big struggle will be with the insect world. The insect hordes are kept in check largely by bird life but their depredations are increasing as civilization encroaches upon nature. We need not read very far to have our attention called to the corn borer, Japanese beetles, boll weevil and other pests. They cause losses of inestimable value in agriculture from year to year.

The applications of smell and taste in the field of economic entomology is very important. It has been demonstrated that insect life has a keener sense of smell than man. The

*Continued from Page 73, April, 1923.

practical application of smell and taste to insect control is already greatly developed and offers a field of further development for perfume materials.

In a recent treatise on this subject McIndoo discusses this very thoroughly. Perfumes are used to stimulate the sense smell of insects either favorably or unfavorably. If the perfume attracts, the product is known as an "attractant," if it repels or disguises the odor to the victim of the attack it is called a "repellent."

Dainty poisoned tid-bits are also used in insect extermination. Some of the pests that are controlled in these manners are grasshoppers, ants, olive flies, fruit flies, the Japanese beetle and screw worm flies.

Instead of using the hit or miss system, entomologists are now making accurate determinations by experimentation with the insects to determine their likes and dislikes as to smell and taste. Based upon these experiments the methods of extermination are devised. A striking example of how a liking for a certain odor will lure great swarms of insects for the purpose of extermination was demonstrated by the use of geraniol. This rose-like odoriferous chemical was used by Richmond at Riverton, New Jersey, last year to attract the Japanese beetle to its death in immense quantities. Greater developments in this field may be looked for.

The sensations of odor and taste will open up new fields of industry when we better understand the stimuli which affect them. This goal can only be consummated by broader research in this subject which may be tedious and unpromising but will eventually produce results. We are transmitting sound waves and light waves thousands of miles through the ether, yet we know but little of the commonplace facts that have to do with taste and smell.

Various methods of attack of the problem suggest themselves. We have already pointed out some of the ways the subject is being investigated. One means is odor intensification. If an odor microscope could be built possibly a new field of investigation could be opened. We have pointed out that strychnine sharpens odor perception. It may be that other compounds could be found that would act on the nervous system to produce the desired effect. Further experimentation upon the "specificity" or selectivity of olfactory cells for certain odors like that of the taste buds should be carried on. In advertising, the appeal to taste and smell may lead to increased consumption of the products thus advertised. It is a well-known fact that catnip attracts all members of the cat family. Trappers make use of this fact. The reason for this and similar phenomena in lower animals may lead to new light on the subject. Experiments with lower animals are then desirable. Further investigation in the field of the imagery of odor and taste may throw light on the subject. Can we visualize a scent as we can picture a flower in our mind's eye? Further work on the association of events with odor might cause us to gain further light on the subject. These are but a few of the solutions that suggest themselves. The key to the situation then lies not only in the finding of odor groups but also in the psychological methods by which we operate in identifying these sensations. Our brain development indicates that at one time these senses played a far more important role in the past than at present. Since evolution would carry us to higher heights from a very dark past we can put into practice this principle in this field regarding which so little is known and yet upon which we so largely depend. Not only this, but the more we learn about the subject the greater will be the expansion in industries

made possible by applications of these senses. It is a rare opportunity for "better business through research."

To sum up then briefly our subject matter we have considered:

1. The importance of the senses in industry.
2. The limited knowledge we have of the chemical senses.
3. A survey of some of the recent work as regards smell and taste. We reviewed the nature and mechanism of the stimuli; classified odor and taste; discussed the conditions upon which quality and intensity of these senses depend; showed the relation of chemical composition upon odor and mentioned their sensitiveness.
4. The association of odor with memory and pleasure was discussed.
5. The practical applications of odor and taste in industry were pointed out.
6. Some further means of solution of the problem were suggested.

Research Scholarship for Work in Ultra Violet Light Established

A special research scholarship in the College of Pharmacy, Columbia University, for work in the application of ultra violet light to perfumery and raw materials has been founded through the generosity of Louis Spencer Levy, publisher of THE AMERICAN PERFUMER AND ESSENTIAL OIL REVIEW. The work will be conducted under the direction of Dr. Curt P. Wimmer, Professor of Pharmacy in the college, whose research in this particular subject has attracted widespread attention.

The trustees of the College of Pharmacy at their May meeting adopted the following resolution accepting Mr. Levy's offer of the research scholarship:

Resolved, that the Board of Trustees of The College of Pharmacy of the City of New York accept with thanks the offer of Louis Spencer Levy to establish a research scholarship in the Department of Pharmacy for a period of two years, the details of the award to be referred to Professor Wimmer and the Faculty.

The work will be along lines laid down in the early work of Dr. Wimmer on the subject, which were outlined in a preliminary paper, published in this journal (Page 567, December, 1927) and discussed by Dr. Wimmer at the A. M. T. A. convention, as reported elsewhere in this issue.

In recognition of this and other work which he has done on behalf of the toilet preparations industry, Dr. Wimmer has been appointed Technical Advisor to the association by action of the Executive Board on May 9.

To Arbitrate Cottonseed Oil Dispute

Settlement of a controversy of five years' standing between the New York Produce Exchange and small cottonseed oil crushers in Oklahoma, Texas and Georgia, promises to be brought about by the appointment of a committee from outside the industry to arbitrate their differences regarding the New York cottonseed oil futures contract.

The arbitration committee will be named by Secretary of Commerce Hoover, who suggested this alternative when representatives of both groups called on him April 26 with a request that he act as arbitrator.

Rose District Damaged by Earthquake

MUCH interest has been taken and a great wave of genuine sympathy has swept America for the victims of the recent earthquakes in Bulgaria,

southern Rumania and the eastern section of Yugoslavia. No fewer than three separate quakes devastated large areas at intervals during three weeks. The disturbance centered in southern Bulgaria, between the Black Sea and the city of Philippopolis, with the town of Tchirpan as the chief sufferer. The famous Valley Roses, so well known to our readers, was affected by the earthquakes, as is clearly shown in the accompanying map of the stricken region. Details of the damage have been slow to seep through, but it is known that many persons were killed or injured and that the number of homeless victims of Bulgaria's worst disaster is 265,400. It is estimated that 17,100 buildings and houses were destroyed and 19,500 damaged. The damage to the fine home of Ch. Petcheff, of Petcheff & Co., is shown in an accompanying illustration, this being the first photograph to reach us from anyone in the trade.

Practical aid for the survivors was quickly organized in this country by Professor Michael I. Pupin, of Columbia University and chairman of the America-Yugoslav Society, 40 Wall street, New York. Without waiting for official action THE AMERICAN PERFUMER cabled a contribution for relief work in the Valley of Roses to D. Batzouroff, of the firm of Joseph Batzouroff et Fils, Sofia, which has extensive interests in the valley. This acknowledgment came from Mr. Batzouroff:

"SOFIA, April 30. Heartiest thanks for sympathy and contribution for the victims.—BATZOUROFF."

In addition to other relief movements THE AMERICAN PERFUMER will gladly forward to the sufferers any contributions which our readers may care to make through us.

A Bulgarian Relief Committee has been appointed to aid in the raising of funds to alleviate conditions in Bulgaria. Simeon Radeff, the Bulgarian Minister, and

President Nicholas Murray Butler of the Carnegie Endowment for International Peace, are serving in joint honorary chairmanship of the committee, with Prentiss N. Gray as chairman and James Heckscher as treasurer.

Others on the committee are Charles R. Crans, Cleveland E. Dodge, John H. Finley, Ery Kehaya, John A. Kingsbury, Henry Morgenthau, Michael I. Pupin, James T. Shotwell, James Speyer, Elisha Walker and Albert H. Wiggin.

As showing the widespread sympathy of Americans generally for the afflicted nation President Coolidge voiced the feelings of our people in the following telegram which he sent to King Boris when the news was received:

"I have learned with deep regret of the loss of life caused by the earthquakes in Bulgaria. Please accept the expression of my sincere sympathy and that of the American people."

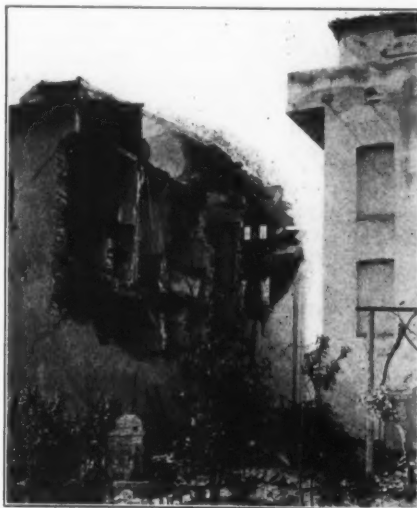
The Philippopolis region was a scene of devastation, the city of suffering severely and the surrounding country being strewn with wreckage due to the upheaval of the earth's crust. Few of the inhabitants escaped losses. The full force of the earthquakes also was felt in the ancient city of Corinth, which was practically destroyed by the series of shocks which swept a wide area in the Near Eastern section of the globe.

Professor Pupin, in discussing the earthquakes, said:

"It brings somewhat home to us if we realize that California might have been the scene of the disaster. Because of the internal stresses and strains and because of the activity of the coast, the surface of the earth is continually changing. In California the rate is as high as a foot a year."



Valley of Roses Earthquake Region



DAMAGE TO CH. PETCHEFF'S HOME IN PHILIPPOLIS



London's Perfume Trade Growing

(Special Correspondence)

LONDON, May 10.—That London's trade in perfume is growing is shown by the number of stores which are adding perfume departments to their other branches. While many of them have for some time gone in for the trade more or less spasmodically, it has chiefly been as an added attraction when some stage beauty was corralled to autograph purchases or to introduce new goods. These raids on department stores have proved that there is money in a perfumery department and now, in consequence, they are commencing to open special salons for the goods pertaining thereto. The latest to fall into line is Harrod's, which has half-page advertisements in all the dailies calling attention to its new departure. The copy is headed in large type "The Exquisite Perfumery Salon" and runs:

"This is the newest of Harrod's new departments. Here amid beautiful surroundings is offered to you the world's finest Toiletary Creations, Perfumes, Cosmetics, Creams, Lotions, Soap, Powders, and all the subtle, mysterious alchemy of Beauty.

"Here is every Perfume that fashion favors from time-proved favorites to the latest whim from Paris; in phials, caskets, vases of indescribable variety and lure.

"Here in short is the most exquisitely beautiful Perfume Salon in the wide world, dedicated by those who made it to the service of cultured womankind, of whom Beauty is the very essence of Life."

Austrian Perfumers Form Association

(Special Correspondence)

In Vienna recently there was organized the Association of Perfumery and Soap Experts (engineers) of Austria. The purpose is to unite the foremen, managers and chemists for joint scientific work and for an absolutely non-political representation of its members. At the society meetings which are held monthly there will be lectures, reports from foreign trade papers and discussions for the purpose of increasing the knowledge of the members. In this way by joint cooperation and work the society will be of assistance to the entire domestic perfumery and soap industry. Dr. Paul Jellinek was elected chairman, Otto Birman, secretary.

In the Austrian perfumery and soap industry there prevailed during the last few months between the manufacturers and retailers a rather intensive feeling which sometimes cropped out even in the form of enmity. A few leading men in the line have now succeeded in bringing about an understanding between the two groups. The chairman of the conciliation meetings was the president of the Austrian Retailers' Association, Commercial Councilor Siegfried Oppenheim, who is the owner of a large perfumery and drug store in Vienna.

Paris Trade Notes

(Special Correspondence)

Les Parfums des Jardins Fioret, formerly at 89 boulevard Hausmann, has moved its offices to 26 rue de la Pépinière, Paris.

* * *

Compagnie Erasmic has moved its offices to Paris where its address is 14-16 boulevard Poissonnière. Offices were formerly located at 129 rue Victor Hugo, Levallois-Perret. The company has a capital stock of 4,000,000 francs.

* * *

James Rawlinson has been named general manager of Visia, a company recently established in Paris with offices at 9 rue de l'Isly. The company will sell and export perfumes and toilet preparations of all kinds.

* * *

Parfumerie de Gragny has been incorporated and is now established at 6 place de la Madeleine, Paris. It is capitalized for 300,000 francs. It has a factory at Gragny.

* * *

Société des Parfums Kidja was recently organized for the manufacture of soap and perfumes. Its headquarters are in Marseilles, where offices are located at 1 traverse des Messageries.

* * *

Felix Cola has been appointed by Polak & Schwarz as technical assistant. Mr. Cola will have particular charge of the laboratories of the company at Bois-Colombes. He was formerly connected with the firm of Th. Mühlethaler & Co.

* * *

Taklay has been incorporated for 100,000 francs for the manufacture of cosmetics, drugs and chemicals. Roland Colonna-Ceccaldi, Louis Delay, Pierre Marechal, and the Société Anonyme des Laboratoires Charles Roger are incorporators of this enterprise, which has offices at 39 boulevard Jean-Jaures, Boulogne-sur-Seine.

* * *

A French section formed a feature of the Commercial Fair at Poznan, Poland. In this section a special division was devoted to perfumery and allied industries. Manufacturers of soaps, powders, perfumes and other toilet preparations, and of raw materials, both natural and synthetic, labels, boxes and bottles, had displays at the fair, and considerable business resulted.

* * *

The annual Paris fair which has been held each year since 1904, will be held from May 12 to 28. Numerous firms connected with the perfume and toilet preparations industry in France and some from foreign countries have made plans for exhibiting at this exposition.

Kelly Resale Price Bill Reported Favorably

Congress Expected to Act on Measure at December Session

Nation-wide Survey of Marketing Has Started

Washington News Notes of Interest

WASHINGTON, D. C., May 15.—Declaring that legislation is necessary to curb the unfair competition of chain stores and other large distributors in selling trade-marked merchandise to the public at cost or less-than-cost, a subcommittee of the House Committee on Interstate and Foreign Commerce recommended enactment by Congress of the Kelly resale price maintenance bill in a report submitted to the whole committee on May 3.

The Kelly bill (H. R. 11) provides that the manufacturer shall have the right to stipulate by contract with the distributor the resale price of his product. The subcommittee recommends only one amendment to the bill as introduced early in the session by Representative Kelly, of Pennsylvania. This amendment would remove from its application seasonal merchandise disposed of in end-of-season sales.

The subcommittee's report refers to the destructive competition suffered by local retailers at the hands of the chain stores, and declares that "there are undoubted evils connected with the unrestricted right to sell trade-marked goods at any price which the seller thinks to his advantage." The committee states that any legislation to cure these evils must be tentative and experimental, but expresses the belief that the Kelly bill will provide some relief and that it will be in the public interest.

The subcommittee's report was signed by Representatives Schuyler Merritt, the chairman, Carl E. Mapes, John E. Nelson and Parker Corning. Representative Clarence F. Lea filed a minority report, declaring that he was in sympathy with the purpose of the Kelly bill, but that, in his opinion, the extent of price protection proposed is too broad.

Consideration Seems Now Assured

As only a few weeks remain before the adjournment of Congress, the full House Committee is not expected to act on the bill until the December session. Consideration then is practically assured by the progress which this legislation, so long in the making, has made this session. The subcommittee's views on the needs for legalizing resale price maintenance are outlined in part in the following report:

"It is believed that H. R. 11 as drawn, with an amendment which the subcommittee proposes, will remedy the evils complained of to a certain extent and that it will be in the public interest. It seems certain that the public at large cannot be harmed by it.

"In brief, the bill permits the vendor to sell trade-marked or branded articles under agreement that the vendee will not resell except at a stipulated price, and provides that any dealer to whom the vendee may resell will not in turn resell except at a stipulated price.

"The rights of the vendee are protected by provisions that any such contract shall contain implied conditions that permit the vendee (1) to resell the goods, without reference to the agreement, either in closing out his stock for the

purpose of discontinuing the sale of such commodity; or (2) of disposing of a surplus seasonal stock; or (3) with prominent notice that the commodity is damaged; or (4) by a receiver or trustee or other officer acting under orders of the court.

"There are also provisions which prevent any oppression of a dealer by suits being brought at inconvenient distances from his place of business in case of a violation of contract.

"There are no specific penalties provided, and the only remedies which a seller has are his civil remedies. It is believed, as a matter of fact, that the only practical remedy which any seller would have would be to decline to sell again to any vendee who violates his agreement.

"It is thought that the public would not suffer by any undue increase in price, because the bill specifically provides that any contracts must relate only to an article which is in fair and open competition with commodities of the same general class produced by others.

"The doctrine is now generally accepted that it is better to have a large volume of sales at a small profit than a small volume at a large profit, and if any producer of trade-marked articles unduly increases his price his competitors are sure to invade his market with lower prices. And in these days of mail orders and chain stores it is certain that those tremendous aggregations, in case they do not get fair prices from manufacturers of standard articles, will cause the desired article to be made specially for them and sell them at much lower prices.

"The testimony already taken shows that local dealers suffer destructive competition from these chain stores and other large distributors with great capital, who often offer standard goods of a nationally advertised brand at prices which represent cost, or in some cases less than cost. They do this for the purpose of attracting customers, and make up their loss on this standard article by greater profits on staple goods on which there are no standard or advertised prices, so that the customer is not advised as to a fair price.

"This practice not only works to the detriment of a local dealer but also interferes with, if it does not destroy, the business of the manufacturer of such standard articles in that particular town. Obviously the local dealers would not buy these goods if some chain store in the town sells them at a price below the cost to the local dealer, and consequently he takes these goods out of his stock. The only purchaser remaining, therefore, in that community is the chain store, and that concern is then in position to dictate to the manufacturer the price at which it will purchase his goods, or else that it will substitute those of some other manufacturer or goods bearing the name of the chain store company, which the public will then take because they cannot get anything else. It seems obvious to your committee that practices of this sort, which are shown by the testimony to have occurred in many instances, are clearly within the definition of unfair competition."

A score of retail druggists and representatives of other

business interests in New York state made an excursion to Washington today to present to the New York delegation in the House their reasons for favoring enactment of the Kelly bill. Druggists from North Carolina and Missouri have held similar conferences with their congressmen in Washington and excursions from other states are being arranged in the interest of the Kelly bill.

Favorable Report on Census of Distribution

Provision is made for a first nationwide census of distribution in a bill favorably reported from the House Committee on the Census May 3. The census will be taken in 1930 and will cover sales at wholesale and retail of all kinds of merchandise in the calendar year 1929. The bill also provides for the regular decennial census of population, the biennial census of manufactures, and a census of agriculture, irrigation, drainage and mines.

A nationwide study of marketing and distribution methods and problems will be undertaken immediately by the Department of Commerce, according to an announcement by Dr. Julius Klein, director of the Bureau of Foreign and Domestic Commerce. John M. Hager, who, during the period of organization, has been director of the Domestic Distribution Division of the Commerce Department, will make the survey, with the co-operation of large manufacturers and distributors. Mr. Hager will begin in New York City, gradually extending his operations to other parts of the country. It is expected that the study will require the greater part of the present year.

March Export Trade Larger

Export trade in soaps and toilet preparations in March was considerably larger in the aggregate than in either the preceding month or in March, 1927. Exports attained a value of \$1,346,142, as compared to \$1,119,238 in February and \$1,192,239 a year ago. In soaps, a large increase in shipments of toilet and fancy goods offset a slump in exports of laundry and other kinds. March exports of toilet soaps amounted to 858,780 pounds, valued at \$229,014; laundry soaps 3,948,724 pounds, valued at \$273,949; and other soaps, 493,413 pounds, valued at \$53,093.

Exports of toilet preparations were generally larger in March than in the corresponding month of last year. Shipments of dental creams amounted to 287,861 pounds, valued at \$268,781; creams, rouges and other cosmetics, 290,498 pounds, valued at \$148,724; talcum and other toilet powders, 255,952 pounds, valued at \$125,581; and perfumery and toilet waters \$52,899.

March imports of soap and toilet preparations had a value of only \$428,097, as compared with \$474,127 in February and \$772,034 in the corresponding month of last year.

Imports of perfume materials in March amounted to less than half the March, 1927, imports. Receipts of dutiable materials had a value of \$128,307, as compared to \$294,449 a year ago; and free materials \$49,910, against \$130,126. Imports of perfumery, bay rum and toilet waters in March dropped to a value of \$101,892, from \$135,497 in March last year, while imports of cosmetics, powders and creams declined in volume to 75,350 pounds from 124,811 pounds; and in value to \$49,639 from \$86,523.

Exports of essential oils in March were smaller than a year ago. Peppermint shipments amounted to 13,253 pounds, valued at \$47,095, as compared to March, 1927, exports of 13,860 pounds, valued at \$60,935. Exports of other oils amounted to 338,196 pounds, valued at \$98,317.

Hearing on Drastic Prohibition Bill

WASHINGTON, D. C., May 15.—Hearings were held April 30 on the Sproul bill, H. R. 11410, to extend the application of the Volstead Act. Various amendments to the prohibition law are proposed. The sale of liquor for medicinal purposes would be prohibited, compulsory jail sentences for violations of the Eighteenth Amendment would be imposed, search of homes for liquor of illegal manufacture would be permitted, and subpoenaing witnesses in prohibition cases would be provided for. Representative Sproul, of Kansas, author of the bill, declared that its object is to secure more successful enforcement of the Eighteenth Amendment and that it is sponsored by several reform organizations. He said that under the present law prohibition officers are greatly handicapped in enforcing real prohibition.

Alf Oftedal, Assistant Commissioner of Prohibition, stated that the Bureau of Prohibition neither advocates nor opposes the bill. He endorsed provisions for search of homes and improving means of obtaining evidence, but otherwise, he said, the bill has too much in it that would be objectionable, and there are some constitutional objections. Mr. Oftedal explained that he had appeared before the committee at Representative Sproul's request.

O. R. Miller, of Albany, N. Y., president of the National Civic League, declared that amendments are necessary to accomplish the purposes of the Volstead Act.

The hearing was held before a subcommittee of the House Committee on the Judiciary. Representatives of trade organizations requested further hearings on the bill to give them an opportunity to testify, but Representative Christopherson, of South Dakota, chairman, explained that the committee had other hearings scheduled and that he doubted whether another day could be devoted to further hearings on the Sproul bill this session. Permission to file briefs was granted to W. L. Crounse, on behalf of the National Wholesale Druggists' Association; E. C. Brokmeyer, of the National Association of Retail Druggists; H. B. Thompson, of the Proprietary Association; and Dr. William C. Woodward, of the American Medical Association.

Customs Ruling on Alcohol Duties

The Bureau of Customs at Washington has advised the appraiser of merchandise at Chicago that only products containing more than 10 per cent of the alcohols named in Paragraph 4, of the 1922 Tariff Act, are dutiable under Paragraph 62, at 40 cents per pound and 75 per cent ad valorem. Otherwise, the rates provided in Paragraph 61 apply. This disposes of an issue raised when the Chicago appraiser, subsequent to T. D. 42390, in which the Bureau held that the word "alcohol" is not limited to ethyl alcohol, advisably classified under Paragraph 62 all perfume materials containing more than 10 per cent of any kind of alcohol.

Alcohol Tax Refund Bill in Conference

The Hawley bill, H. R. 12733, authorizing a refund of taxes paid on distilled spirits in excess of \$2.20 per proof gallon, passed the House April 25 and the Senate on May 3. The bill refers to spirits which paid the \$6.40 tax imposed in 1918 which is now in a bonded warehouse and with respect to which satisfactory proof of ownership and identity can be furnished.

Activities of Associations and Societies

Spice Traders Re-elect President Old

The thirty-second annual meeting of the American Spice Trade Association was held at the Hotel Astor, May 8 and 9. The Spice Grinders' Section of the association opened the meeting on the first day. The report of the grinders' division told of the great constructive work accomplished during the year.

The general meeting was held in the afternoon of the second day. President Benjamin H. Old gave a very interesting address pointing out that from a mere bureau of trade disputes, the American Spice Trade Association has not only become an organization possessing the best arbitration machinery in the East of which he has ever heard, but has widened its scope of service in its desire to bring all the members of the trade together.

John Clarke, re-elected chairman of the arbitration committee, stated that since the last annual meeting twelve appeals from arbitration awards had been filed. Six of these had been withdrawn, four had been heard and decided upon by the committee and two of them are still pending for various reasons.

The committee of standards complained of poor co-operation from importers throughout the year, and asked that the next committee receive better co-operation to secure practical results.

The following officers were elected for the ensuing year: President, Benjamin H. Old, B. H. Old & Co., Inc.; vice-president, J. Melville Morris; treasurer, J. P. Knight, Irwin-Harrisons-Whitney, Inc.

Directors elected to serve two years were William Archibald, Jr., I.H.E.C., of New York, Inc., and Fred W. Hahne, Hahne & Burns.

The following were elected to serve on the arbitration committee: John Clarke, John Clarke & Co., Inc.; P. W. Walsh, Van Loan & Co.; I. B. Catz, Catz American Co., Inc.; Ernest L. Prior, E. L. Prior & Co., and Loyd M. Trafford, Chas. T. Wilson Co., Inc.

The alternate arbitration committee consists of the following members: John B. Elliman, Rutger Bleecker & Co., Inc., C. Vincent Armstrong, Chas. E. Armstrong, Inc.; William Archibald, Jr., I.H.E.C. of New York, Inc.; John L. Sipp, James W. Phyfe & Co., and Truman H. Boyer, J. K. Laudenslager, Inc.

A Perfume Baseball League?

Several of the leading firms manufacturing perfumes and toilet preparations in the New York metropolitan district have organized baseball teams, and the idea of a perfume league is now being projected. It is hoped that a league can be organized consisting of teams representing perfumers, soap manufacturers and raw material and supply houses in the metropolitan area, and a definite schedule of games be arranged for the coming season. Similar leagues exist in other industries in and about New York and have been very successful. We shall be glad to assist in the work of organizing a perfume baseball league and suggest that teams interested in forming such a league communicate with the Editor.

Prosperity U. S. Chamber's Keynote

Teamwork for prosperity was the keynote of the sixteenth annual meeting of the United States Chamber of Commerce held in Washington May 8-11. This theme was developed by Judge Edwin B. Parker, chairman of the Chamber's board of directors. Judge Parker called on organized business to cast from its ranks those business men who bring discredit upon business as a whole. Unless business purges itself of those who flaunt the law and abuse their power, he said, the public will demand legislative and governmental regulation to an extent that will seriously hamper a legitimate freedom of business initiative.

Current problems of the business world were approached from various angles at a series of group meetings concerned with domestic distribution, foreign trade, agriculture, finance, insurance, manufacture, transportation and communication, and natural resources. The position of the chain store was discussed by E. C. Sams, of New York, president of the J. C. Penney Company. American combinations in import and export trade were considered by Dr. Julius Klein, director of the Bureau of Foreign and Domestic Commerce. The existence of a twilight zone of uncertainty between what is lawful and what is unlawful under the anti-trust laws was emphasized by W. E. Humphrey, chairman of the Federal Trade Commission.

With proper safeguards, such as were set forth in the Newton bill, consolidated buying of foreign monopolized raw materials, has much to commend it, Dr. Klein declared in an address at the meeting.

"The mere discussion of such an arrangement has materially clarified the international situation by serving notice upon foreign producers that any attempt on their part to exploit the consumer through excessive unwarranted price manipulation would promptly stimulate the creation of such protective agencies," said Dr. Klein. Somewhat similar measures and practices have been in use for years in other countries, notably in such lines as vegetable oils and iodine and in the case of the American rubber import trade, he said, the principle already has been applied with considerable effect.

"It contributed very materially," Dr. Klein asserted, "toward the collapse of the attempted producers' control, an episode which has cost both parties admittedly very large sums, though the American consumers have regarded the item as a fair charge in their victorious defensive campaign."

Referring to the defeat of the Newton bill in Congress, Dr. Klein said:

"In the minds of these critics who denounce any defensive spirit on the part of American consumers, apparently the only response which we should make is that of complete passive submission. International commercial accord at any price seems to be the *sine qua non* even though that price is to be paid only by ourselves and is limited only by the tender consciences, if any, of our benevolent foreign friends. However vicious and unscrupulous the operations of the given foreign combine might be (and there has been more than one episode of just such rapacity in recent years),

(Continued on Page 197)

Proprietary Association Reelects F. A. Blair

The 46th annual meeting of the Proprietary Association was held at the Hotel Pennsylvania, May 8 and 9, with Frank A. Blair, president of association, presiding. The short morning session of the first day was filled by the report of the president, greetings from other associations and short talks by Government officials.

Assurance that the attitude of his department was one of co-operation and not one of destructive criticism, was brought out in a talk by Dr. Paul B. Dunbar, assistant chief of the Regulatory Division of the Department of Agriculture. Other speakers included Dr. George W. Hoover, retiring chief of the drug control division of the Food, Drug and Insecticide Administration; Dr. James J. Durrett, who has succeeded Dr. Hoover; the Hon. Henry C. Miles, M. C., of Quebec, and Leo. X. G. Ryan of Montreal, representing the Canadian Proprietary Association, and C. H. Ratliff of London, vice-president of the Proprietary Articles Trade Association of Great Britain.

Following the luncheon, an informal speech was delivered by Thomas W. Delchanty, of the Chemical Division of the Department of Commerce.

In an address Harry B. Thompson, general manager of the Proprietary Association said that officials of the States are now showing more interest in enforcing their foreign corporation laws than they have for some time, so that manufacturers need to show increasing care to avoid the unwitting transgression of some statute.

Mr. Thompson's talk on this subject, and his lengthy report on legislative and judicial developments of the last year, the annual report of E. F. Kemp, general representative of the association, and a discussion of various trade problems from the floor were features.

The entire present slate of officers headed by President Frank A. Blair, of the Centaur Company, was re-elected for the coming year.

Drug Manufacturers Headed by C. G. Merrell

The seventeenth annual meeting of the American Drug Manufacturers' Association was held at the Hotel Biltmore, New York City, April 30 to May 3.

The opening day was devoted to sectional meetings of the Scientific and the Pharmaceutical and Surgical Dressings Sections. The Crude Drug Section, the Medicinal Chemical Section, and the Biological Section also met on that day.

The first general meeting of the association was held on the second day. It was opened and addressed by the president, Charles G. Merrell, who outlined the work of the association during the last year.

The officers were reelected at the final session. They are:

President, Charles G. Merrell, Wm. S. Merrell Co., Cincinnati; first vice-president, A. Homer Smith, Sharp & Dohme, Baltimore; second vice-president, Nicholas H. Noyes, Eli Lilly & Co., Indianapolis; third vice-president, J. H. Foy, Maltbie Chemical Co., Newark; treasurer, Franklin Black, Chas. Pfizer & Co., New York. Additional members executive committee, O. W. Smith, Parke, Davis & Co., Detroit; S. B. Penick, S. B. Penick & Co., New York; John F. Anderson, E. R. Squibb & Sons, New Brunswick; Milton Campbell, H. K. Mulford Co., Philadelphia.

Carson P. Frailey was re-appointed secretary by the executive committee and Horace W. Bigelow was re-appointed general counsel.

Glass Container Association Elects Officers

The annual meeting of the Glass Container Association was held at the Traymore Hotel, Atlantic City, April 26 and 27. A feature was an address by Senator Royal S. Copeland, of New York, in which he warned the members against the amendment to the pure food laws pending in Congress, giving the Department of Agriculture authority to decide what foods should be packed in glass containers.

"If the amendment is enacted, glass container manufacturers will be placed at the mercy of the department," he declared. He scored the department's ruling prohibiting the use of corn sugar in the preparation of certain foods, saying that it was wholesome and should be used freely.

Dr. Alexander Silverman, of the University of Pittsburgh, was on the program for a talk on "The Technology of Glassmaking," a subject on which he is an authority.

The following officers were elected:

President, P. I. Heusler, Maryland Glass Corporation, Baltimore, Md.; first vice-president, W. H. McClure, Hazel-Atlas Glass Co., Wheeling, W. Va.; second vice-president, H. C. Mandeville, Thatcher Mfg. Co., Elmira, N. Y.; sec-treas., R. E. Walker, Turner Glass Co., Terre Haute, Ind.

These directors were elected to succeed themselves for a further term of three years: F. F. Ferguson, Illinois Glass Co., Alton, Ill.; P. I. Heusler, Maryland Glass Corp., Baltimore; W. H. McClure, Hazel Atlas Glass Co., Wheeling; C. J. Root, Root Glass Co., Terre Haute, Ind.; I. R. Stewart, Anchor Cap & Closure Corp., Long Island City, N. Y.

Among the members present were the following:

American Metal Cap Co., Brooklyn, P. C. Doyle, Sterling Smith.

Brass Goods Manufacturing Co., Brooklyn, Percy Brown. Ferdinand Gutmann & Co., Brooklyn, Ferdinand Gutmann.

Hinde & Dauch Paper Co., Sandusky, Sidney Frohman. Illinois Glass Co., Alton, Ill., F. F. Ferguson, William E. Levis and John F. Perry.

National Seal Co., Brooklyn, Paul Muller. Owens Bottle Co., Toledo, Ohio, Earl H. Farmer, John H. Mc Nerney, James Morrison, H. G. Phillips.

Phoenix-Hermetic Co., Brooklyn, Jules H. Dommergue and H. L. Lonsdale.

Scovill Mfg. Co., Waterbury, Ct., Allen F. Ruffin.

Solvay Process Co., New York, E. F. Brundage.

Solvay Sales Corporation, Brice S. Hull, Pittsburgh; H. F. Merritt, New York; C. E. Peterson, Philadelphia.

A. Ph. M. A. Headquarters Moved

American Pharmaceutical Manufacturers' Association moved on May 1 from its former address at 32 Liberty street, New York City, to 580 Fifth avenue. Charles W. Dunn, counsel for the association, is also located at the Fifth avenue address.

Remington Medal Presented

The Remington Honor Medal for achievement in pharmacy which is awarded each year by the American Pharmaceutical Association, was formally presented to Dr. Charles H. LaWall at a dinner given in his honor at the Pennsylvania Hotel, New York City, May 14.

(Additional Association News Appears on Page 197.)





Flavoring Extract Section

Complete Program for Flavoring Extract Manufacturers' Convention at Buffalo, May, 1928

Everything is ready for the nineteenth annual convention of the Flavoring Extract Manufacturers' Association of the United States, which will be held at the Statler Hotel, Niagara Square, Buffalo, N. Y., May 23 to 25. The complete program has been issued by J. A. Handy, chairman, and his associates on the Convention Committee. It reveals comprehensive effort to make the convention a greater success both in business and entertainment than any of its predecessors in the association's history.

The event will begin with a meeting of the National Executive Committee at 8 P. M. on Tuesday, May 22. The program for the remainder of the convention will be found as follows:

Wednesday, May 23: 9 A. M. Opening of the convention, with the president, D. T. Gunning, presiding. Next will follow the roll call; minutes of the previous meeting; appointment of the committees on resolutions, audit and nominations; report of the convention committee.

10 A. M. Address of welcome, by Frank X. Schwab, Mayor of Buffalo; response by Frank L. Beggs, treasurer of the association; reports of president, secretary, executive secretary and treasurer; Memorial for the late C. F. Sauer, Sr., by Fred S. Rogers.

10:30 A. M. Address by James M. Doran, United States Commissioner of Prohibition.

11 A. M. Address on "Proposed National Publicity Campaign," by E. M. Nolen, Inter-oceanic Syndicate.

11:30 A. M. Assembly at McKinley Monument for official photograph. Auto bus to Larkin Co., Inc.

12 M. Reception at Larkin Co., Inc. with special entertainment and organ recital.

1 P. M. Luncheon at Larkin Co. Inc.

2:30 P. M. Auto bus leaves for sightseeing trip to Niagara Falls. Visit will be made to beautiful Buffalo Parkways, Peace Bridge, American Falls and Goat Island, Shredded Wheat Plant, Lower Rapids, Lewiston, Brock's Monument, and Canadian Falls.

7 P. M. Dinner Dance at Foxhead Inn, Niagara Falls, Ontario.

9:30 P. M. Night illumination of both Horseshoe and American Falls.

10:30 P. M. Auto bus to Hotel Statler, Buffalo.

Thursday, May 24: 9 A. M. Business meeting; annual reports of committees.

10:30 A. M. Address on "The Value of Flavor in Diet," by Dr. Louise Stanley, Chief, U. S. Bureau Home Economics, Washington, D. C.

11 A. M. Address on "Problems of Retail Distribution," by E. G. Montgomery, Chief, U. S. Foodstuffs Division, Washington, D. C.

11:30 A. M. Auto bus from Hotel Statler for members,

ladies and guests to Wanakah Country Club, Lake Shore.

12:30 P. M. Luncheon at the Wanakah Country Club.

1:30 P. M. Golf Tournament for those who play golf.

2 P. M. Bridge tables provided at Club House for those who prefer Auction Bridge.

5 P. M. First auto bus leaves for return to Hotel Statler.

5:30 P. M. Golf tournament closes.

6 P. M. Final auto bus leaves for return to Hotel Statler to prepare for the evening features.

7:30 P. M. Banquet and formal ball in Chinese room, Hotel Statler. John D. Larkin, Jr., toastmaster. Entertainment and presentation of prizes.

Friday, May 25: 9:30 A. M. Executive session for active members only: 1, unfinished business; 2, new business; 3, general round table discussion of association and industry problems; 4, reports of Resolution Committee, Auditing Committee and Nominating Committee; 5, election of officers. Adjournment.

10 A. M. For the ladies: Auto bus tour from Hotel Statler through the beautiful boulevard and park systems of Buffalo, visiting scenic and historical points of interest.

Following are the local committees:

Convention Committee—J. A. Handy, chairman; E. C. Bassett, G. C. Boulton, W. T. Buckley, T. J. Hickey, L. F. Hoyt, R. C. Hull, H. B. Miles, R. H. Puffer, H. W. Whitney.

Reception Committee—John D. Larkin, Jr., Chairman; Fred W. Beck, E. A. Becker, Earl L. Booth, Proctor Carr, T. A. DeWeese, Dr. P. H. Hourigan, T. C. Jewett, H. H. Larkin, J. Crate Larkin, John D. Larkin, 3rd, H. E. Puffer,



JOHN D. LARKIN, JR.
Chairman of Reception
Committee



MISS LOUISE C. GERRY.
Chairman of the Ladies'
Reception Committee

W. B. Robb, G. P. Warner, M. S. Wheler, J. E. Wilson. *Ladies' Reception Committee*—Louise Cuyler Gerry, Chairman; Mrs. Fred W. Beck, Mrs. E. A. Becker, Mrs. Earl L. Booth, Mrs. G. C. Boulton, Mrs. Proctor Carr, Mrs. T. A. DeWeese, Mrs. L. S. Gilson, Mrs. J. C. Hill, Mrs. T. C. Jewett, Mrs. H. H. Larkin, Mrs. J. Crate Larkin, Mrs. John D. Larkin, Mrs. H. E. Puffer, Mrs. R. H. Puffer, Mrs. W. B. Robb, Mrs. G. P. Warner, Mrs. M. S. Wheeler, Mrs. H. W. Whitney, Mrs. J. E. Wilson.

Official Report of the Soda Water Flavors Manufacturers' Association

Following our April review of the activities of the Association of the National Manufacturers of Soda Water Flavors, W. H. Gast, president, and Thomas J. Hickey, attorney and secretary, besides the other officers and members of committees, have been assiduously attending to the affairs of the organization.

Among other duties performed, Secretary Hickey has issued a bulletin giving the adverse decision of the Federal Trade Commission regarding the use of names of fruits upon beverages flavored with artificial flavors.

A subsequent bulletin is promised announcing the opinion of the officers of the association regarding the scope of the decision, together with advice and suggestions to the members for their future guidance.

Federal Trade Commission Rules Against Using Fruit Names on Imitations

WASHINGTON, D. C., May 15.—The Federal Trade Commission has denied the petition of the National Manufacturers of Soda Water Flavors for the right to use the names of fruits upon beverages flavored with artificial flavors. The Commission heard the petition on March 20 and on May 3 issued a statement in which it reaffirms its policy with respect to labeling; namely, that a product labeled with the name of a fruit must be composed in substantial part of the fruit or juice of the fruit, and that the presence of other ingredients must be indicated in type equally as conspicuous.

The Commission holds further that the name of a fruit may not be used on products composed in part of the fruit or its juice, unless the product derives its color and flavor from the fruit. The Commission requires in connection with synthetic products that the name of the fruit shall be preceded by the word "imitation" printed in type equally as conspicuous as the name of the fruit.

The Commission's statement reads as follows:

"This petition came on for hearing on March 20, 1928, and was argued by counsel for petitioner, and by counsel for other organizations interested in the questions raised, including American Bottlers of Carbonated Beverages, Inc., the Crown Manufacturers' Association of America, Farmers' Co-operative Associations, and California Vineyardists' Association, Inc.

"The Commission being duly advised in the premises, hereby reaffirms its policy, as set forth in orders heretofore issued and in stipulations heretofore approved, prohibiting the use of names of fruits either independently or in connection with any other word or words, as a corporate or trade name, or as a trade brand or designation in the sale or distribution in interstate commerce of a product which is not composed of the juice or fruit as indicated; unless, when

said product is composed in substantial part of the juice or fruit as indicated, and the name of said fruit is used in the corporate or trade name, or as a trade brand or designation for said product, in which case the name of said fruit shall be employed in connection or combination with other word or words, which shall be displayed in type equally as conspicuous as that in which the name of the fruit is printed so as to indicate clearly that such product is not made wholly from the said fruit or juice of the same, and that will otherwise properly and accurately represent, define or describe said product so as to clearly indicate that the same is composed in part of an ingredient or ingredients other than the juice or fruit as indicated; also from the use of pictorial representations of fruits in soliciting the sale of and selling products as to import or imply that the said products are manufactured from fruit, and from the use of the name of a fruit in any other way in connection with the sale and distribution of a synthetic product so as to confuse, mislead or deceive the purchasing public into the belief that the said product is manufactured from the said fruit.

"In the orders heretofore entered, and in the stipulations heretofore approved and accepted, the right of the manufacturer or bottler to use representations or statements to the effect that the product is an imitation of a designated fruit flavor is preserved, provided the name of such fruit is not used in the corporate or trade name under which said manufacturer or bottler conducts said business, or as a trade brand, label or designation under which said product is marketed.

"In addition, the Commission will hereafter incorporate in stipulations and orders a provision that the name of a fruit may not be used as a corporate or trade name, or as a trade brand or designation for products composed in part of the fruit or juice of the fruit as indicated, unless the product shall derive its color and flavor from said fruit. Also, that in all statements to the effect that the product is an imitation of a designated fruit flavor, the name of the fruit shall be preceded by the word 'imitation' and printed in type equally as conspicuous as the name of the fruit.

"The Commission being fully advised in the premises, orders that the petitions be, and the same are hereby denied."

Attorney Hickey at Haugen Bill Hearing

Thomas J. Hickey, executive secretary of the Flavoring Extract Manufacturers' Association of the United States, appeared before the Senate Committee on Agriculture May 8 to oppose the Haugen slack package bill, H. R. 487. This measure, which passed the House on March 14, would declare unlawful, by amendment to the Food and Drugs Act, the sale of food in containers so made as to deceive or mislead the purchaser as to the size, quantity, kind or other characteristics of the contents.

Mr. Hickey proposed an amendment to the effect that at a trial for alleged deception of the public by the use of slack-filled containers the appearance of fraud should be so pronounced that intent to defraud would be obvious to a jury.

Isaac Jennings, counsel for the Glass Container Association, also testified in opposition to the bill, declaring that food put up in glass containers should be excepted from the terms of the bill as there are now no glass containers on the market which deceive the public.

The bill was endorsed by W. G. Campbell, Director of

Regulatory Work of the Department of Agriculture, who asserted that slack-filled packages defraud the consumer and at the same time continue an unwholesome competitive situation. He informed the Senate committee that the department is powerless under the present law to prevent fraud in the capacity of packages. Among other witnesses testifying in support of the bill were Charles H. Thayer, of the American Spice Trade Association, and M. K. Dunn, representing the American Grocery Specialty Manufacturers' Association and the National Association of Retail Grocers.

Bill to Label Imported Edible Products

Senator Shortridge, of California, has introduced a bill in Congress amending section 8 of the Food & Drugs Act to provide that imported edible plant products which are similar to products grown in the United States shall carry a label showing the country of origin. Mixtures of foreign and domestic products would be labeled to show the weight or volume of the foreign-grown part, except packages less than 10 pounds in weight, when a statement to the effect that the contents are in part of foreign origin would be sufficient.

An American Carbonated Beverage in Italy

A Naples correspondent of the *New York Times* sends it the following about the introduction of an American soft drink to the public in Italy:

With sugar worth about 18 cents a pound, a large part of the public has to satisfy its sweet tooth on syrupy "grenadines" and other soft drinks at the little bars which are a Latin substitute for soda fountains.

This is where the manufacturers of a famous American soft drink are stepping into the picture. Let us call their product Swallow More, its real name being a household word in the United States. The Swallow More people, told by the Commercial Attaché's office that their greatest problem would be to sell their drink cheaply enough to make it popular, arranged to manufacture and bottle it in Italy. This is a very recent development, and now big advertisements are appearing in the daily papers telling how 2,555,000,000 glasses of the beverage were sold in 1926, and how the Italian public is taking to it. There is little doubt that Italy is going to be "Swallow More conscious" before long.

Publicity for Carbonated Beverages

The new newspaper campaign of the American Bottlers of Carbonated Beverages began May 1, with weekly releases for most of the schedule, and will continue through the summer months, the busy selling season for the industry. The advertisements will be placed in more than 800 daily newspapers and about 50 weekly newspapers. There will also be a supplementary campaign of 24-sheet poster-showings on billboards throughout the country. Fred Millis, president Millis Advertising Company, Indianapolis, Ind., is advertising counsel for the campaign.

Regular Pandora's Box

Brown purse lost on bus or K car by working woman; contains tax money, snake rattles; union card; sick husband. —*San Francisco Examiner*.

PURE FOOD AND DRUG NOTES

In this department will be found matters of interest contained in FEDERAL AND STATE official reports, etc., relating to perfumes, toilet preparations, flavoring extracts, soaps, etc. It is advisable also to look at our WASHINGTON CORRESPONDENCE, SOAP SECTION, and other departments for further information.

Dr. Durrett Succeeds Dr. Hoover in Drug Control

Dr. James J. Durrett, of Memphis, Tenn., has been appointed to succeed Dr. George W. Hoover in charge of Drug Control in the Food, Drug and Insecticide Administration, according to an announcement May 1 by W. G. Campbell, director of Regulatory Work of the Department



DR. JAMES J. DURRETT

of Agriculture. Dr. Durrett's appointment was the result of his passing with first rank the civil service examination ordered when it was learned that Dr. Hoover planned to resign to engage in private practice in Washington as a consultant on food and drug control matters.

Dr. Durrett was graduated from the University of Alabama in 1908 and had subsequent postgraduate work at that institution, and study leading to the degree of M.D. at Harvard in 1914. He has been identified with public health work in the South and since 1920 has been City Supervisor of Health at Memphis and Professor of Public Health at the University of Tennessee.

Dr. Hoover has spent 24 years in Government service, first in laboratory work and later in regulatory work in the Bureau of Chemistry. In 1914 he was made chief of the Chicago Station and in 1923 returned to Washington to take charge of Drug Control. In 1925 he became chief of the Central District and later returned to Washington again to a temporary assignment as chief of Drug Control. On May 16 Dr. Hoover opened offices in the National Press Building, Washington, D. C., for practice as a consultant and advisor on formulae, labels, advertising matter and technical control of drugs, medicines, foods and other products under the Food and Drugs Act. His telephone is Main 1169.

Italian Olive Oil Output Lower

(Special Correspondence)

ROME, April 5.—The Italian olive harvest is now almost ended. The temperature recently has favored the development of the olive fly, thus accentuating the damage already caused to the olive groves by the persistent drought of the summer months. As a result, the harvest is inferior to that of last year in quantity, and, taking as a basis the estimate of a total production of 2,352,000,000 pounds made by the Rome International Institute of Agriculture, is 15 per cent below that of 1926. As to the oil output, it is evident that this will be reduced owing to the ravages of the fly and the drought.

The quality is, however, generally good and a distinct improvement upon that of the last harvest.

Perfume and Soap in Courts and Customs

Procter & Gamble Win Patent Suit

The suit of Colgate & Co., the Industrial Spray Drying Corporation, and Spray Drying Process Corporation against Procter & Gamble Manufacturing Co. over patent rights to a process for the manufacture of a certain granulated soap product was dismissed by the District Court for the Eastern District of New York on the grounds that the court lacked jurisdiction to decide the case. The court held that in order to sit on the case it was necessary that an actual act of infringement of the plaintiffs' patents must have taken place, and that a threat of infringement such as was claimed by the plaintiffs was insufficient to give the court jurisdiction. In handing down its decision, the court concluded: "There has been no proof of any sale in this district, nor any use or manufacture in this district. There has been no proof of any infringement committed in this district. Nor any act resulting, even indirectly, in an infringement in this district. The most that can be said is that the defendant plainly intended to manufacture, use and sell, within this district, and has permanently, or temporarily abandoned this intention prior to the commencement of the suit. The burden of proof is on plaintiff.

"In the absence of some proof, indicating the presence of an actual infringement, required by the statute, this court has no jurisdiction and the motion to dismiss the bill must be granted.

"Complaint dismissed for lack of jurisdiction."

Hearing in Pure Drug Enforcement Suit

WASHINGTON, May 10.—The hearing in the Supreme Court of the District of Columbia on the petition filed by Howard W. Ambruster, of New York, for an injunction to prevent importation of crude ergot of rye which does not comply with all requirements of the Food and Drugs Act, the U. S. Pharmacopoeia, and the regulations promulgated thereunder, closed today. Justice William A. Hitz, presiding in Equity Division I, granted the plaintiff five days in which to file brief and two days in which to answer brief filed by the defendants, the Secretary of Agriculture and the Secretary of the Treasury.

J. B. Horgan, Assistant Solicitor of the Department of Agriculture, closed for the defense with a declaration that plaintiff's suit for an injunction constitutes another attempt on the part of Mr. Ambruster to obtain a corner in the market for ergot.

Francis C. Lothrop, of counsel for the plaintiff, asserted that the defendants are now permitting importation of crude ergot which is not only deficient in potency but is moldy, deteriorated and otherwise violative of U. S. P. requirements.

Justice Hitz asked counsel for the defendants what objection there would be to the issuance of a temporary restraining order, in view of their claim that crude ergot of the character described in plaintiff's amended bill is not now permitted to enter. Mr. Horgan replied that such an order would embarrass the Department of Agriculture by implying that it is engaged in doing something that in fact it is not doing.

Recent Customs Rulings

Richard Hudnut Wins Glass Jar Tariff Case

The Customs Court of Appeals has handed down a decision in favor of Richard Hudnut in the Government's appeal from a Customs Court decision in favor of the importer in the matter of assessing duty on lime-glass jars with fluted sides and blown-glass articles. The higher court holds as follows in sustaining the importer:

1. Paragraph 217, tariff act of 1922, provides for "Plain green or colored, molded or pressed, * * * glass * * * jars"; and for "flint, lime, or lead glass * * * jars," whether colored, colorless, or decorated, if they respond to the other requirements of the paragraph.

2. Decorated colorless lime-glass jars, each three-sixteenths of a pint in size and of the character ordinarily employed for the holding and transportation of merchandise—talcum powder—and used accordingly, and not being "appliances or implements in chemical or other operations," or "bottles for table service," or "thermostatic bottles," are more specifically provided for in paragraph 217 than in paragraph 218 of the tariff act of 1922.

The decision was accompanied by a very lengthy opinion reviewing the evidence and arguments of counsel. It held in effect that the lower court had decided properly in overruling the Collector's assessment under paragraph 218, thereby sustaining the importer's protest.

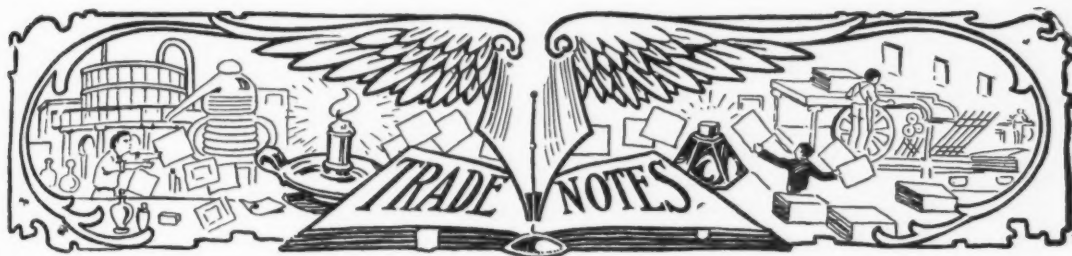
Glass Atomizers Dutiable at 65 Per Cent

No. 5297.—Protest 170501—G/74066 of Hensel, Bruckmann & Lorbacher (Chicago). Glass atomizers and inhalators classified at 65 per cent ad valorem under paragraph 218, tariff act of 1922, are claimed dutiable at various lower rates.

Opinion by Sullivan, J. The atomizers in question are composed of blown glass, rubber, cork, and a thread netting. On the record it was found that the component material of chief value is blown glass. The official sample showed that the merchandise is evidently designed for spraying the nose and throat with atomized or vaporized medicaments such as the eucalyptus preparation with the sample. It was found to have no similarity to the kitchen and table articles and utensils eo nomine mentioned in paragraph 218 bearing the 55 per cent rate, but that there is a connection between this merchandise and that referred to in the first clause of the paragraph, the complexity of its manufacture and the method of its use indicating that it falls within the first provision. It was held that the plaintiffs have not established that the collector was wrong. The protest was therefore overruled. G. A. 8857 (T. D. 40403), G. A. 8858 (T. D. 40404), and G. A. 8823 (T. D. 40286) cited.

Government Appeals Powdered Soap Decision

Customs Commissioner E. W. Camp has ordered an appeal from the decision of the United States Customs Court (T.D. 42516) relative to the classification of powdered soap, which was reported on page 713 of our February, 1928, issue. In it Yardley & Co.'s protest was sustained that the soap should pay 15 per cent instead of 80 per cent.



Louis Halk, vice-president of Northam Warren Corporation, whose illness was briefly reported in our April issue, is back at his desk, having entirely recovered from his recent operation for appendicitis.

* * *

Primrose House, Inc., New York, has moved its executive offices to larger and more convenient quarters at 49 West 45th street, where an entire floor is now occupied by the company. The salon of the company is still located at the former address, 3 East 52nd street.

* * *

The Carlova Club, composed of members of the organization of Carlova, Inc., Binghamton, N. Y., gave a dinner dance at the Hotel Bennett in that city on April 24. The Rose Room, in which the affair was held, was attractively decorated for the occasion. Jack Wood's Trio supplied music for the dinner and the Vocalians furnished dance music. Officers of the club are Rolfe M. Parsons, president; John R. Sage, vice-president; Madelon Trewiler, secretary, and Nettie Webb, treasurer.

* * *

The Ramses Co., Inc., has leased 25,000 square feet of floor space in the Remington Arms plant at Bridgeport, Conn. The company has already started operations in this new unit and hopes to increase the number of employees steadily.

The portion of Remington Arms plant that has been leased by the Ramses Co. is one of the large buildings erected during the war and was discontinued as a manufacturing unit after the close of hostilities.

* * *

E. R. Squibb & Sons have opened a new distributing depot in Seattle, Wash., where a complete line of Squibb products will be carried. It will supply the trade in Washington, Oregon, Idaho and Montana.

E. J. McGuire, manager of the Squibb San Francisco branch will have supervision over the employees and the operation of this new distributing depot, retaining his headquarters in San Francisco and visiting Seattle at regular intervals.

* * *

William H. Walker, Federal Prohibition Administrator for the Ohio-Indiana District, left the service on May 15. Mr. Walker, who has been very active in his work of investigating complaints regarding the diversion of denatured alcohol for beverage purposes, failed to pass the recent Civil Service examination for places on the staff of the Prohibition Enforcement Administration. It was also announced that he had been disqualified because he is above the age limit for officers in this service. Mr. Walker has announced that he will engage in business in Columbus.

Perfume Contest Winners

On page 8 of the advertising section of this issue appears the announcement of the winners of the prize contest for perfumers which was advertised in our January and February issues. In view of the fact that a large number of contestants, through their faith in this publication, entered this contest, we were impelled to keep in close touch with all details connected with it. The standing of the manufacturer who offered the prizes did not really require this; but, on account of the confidence imposed in us, we felt it our duty, on behalf of the contestants to satisfy ourselves on all points.

The greatest possible care was exercised in selecting the winning formulae. After the first elimination had been made, the choice fell upon four samples. Alcoholic solutions were made of the oils sent in by these four contestants and sample solutions were submitted to a number of persons. The first and second choices of these persons were



JEAN CARLES
(1st Prize)



WILHELM RETZMANN
(2nd Prize)

then considered very carefully by the manufacturer as an advisory opinion, and a decision was reached by the donor in accordance with the announcement in our advertising pages. Accordingly we are pleased to extend our hearty congratulations to Jean Carles, of Grasse, France, winner of the \$1,000 first prize, and to Wilhelm Retzmann, of Leipzig, Germany, winner of the \$250 second prize.

Mr. Carles was born in Grasse in 1892. After finishing his studies in the College of Grasse, he visited the principal countries of Europe to perfect and complete his education and to study the principal languages. He joined Etablissements Roure Bertrand Fils & Justin Dupont as perfume chemist in the Grasse laboratories in 1910. He was mobilized August 3, 1914, and served for the entire duration of the war on the Verdun front as an interpreter in the listening posts. He received the croix de guerre. After

the armistice he returned to Grasse to his former connection where he remains as chief perfume chemist.

Mr. Retzmann is well known to the trade in this country through his several visits here. He is connected with the firm of Heine & Co., Leipzig and Groba, Germany, and has charge of the laboratories at the Groba plant. He is a son-in-law of Hans Steche, managing director of the company.

Annual Meeting of V. Vivaudou, Inc.

V. Vivaudou, Inc., New York, reports net profit for 1927 of \$1,012,191 after charges, equal after 7 per cent preferred dividends to \$2.30 a share earned on the 372,266 no-par shares of common stock, compared with a net profit of \$1,324,730 in 1926, equal to \$3.39 a share on the 358,020 common shares then outstanding. Net sales in 1927 were \$6,248,695, as against \$5,312,980, and surplus stood at \$20,863, against \$696,568.

Some of the stockholders in the corporation are inclined to feel somewhat disappointed at the report for 1927, having expected a better showing owing to the merger of additional companies and the fact that the net sales in 1927 were \$936,715 more than in the preceding year.

At the meeting of the stockholders of V. Vivaudou, Inc., May 15, the directors were re-elected. Thomas J. McHugh, president, in an address to the stockholders, stated that on account of the jobbing situation, wherein the jobbers made no effort to extend the sales, they have decided to eliminate the jobber entirely and go direct to the retailer. A survey of the country was made, and the complete report indicated that there were 189,000 outlets in the United States for toilet preparations in towns under 10,000. In towns over 10,000 there were 40,000, and in towns over 50,000, there were 50,000 outlets.

The company added 202 new salesmen to the staff, and for the first few months of the year 20,000 new accounts were opened. The cost of this development was over \$1,000,000 in sales and about \$1,000,000 was spent in advertising. Although the figures for the first three months are not available, the value is the same as last year, although the net profits are smaller.

President McHugh said: "This company in a year will have the most powerful sales organization in the United States"; but at the directors' meeting which followed the quarterly stock dividend on the common stock was omitted. This stock dividend of 2½% was substituted in the first quarter of this year for the regular cash dividend of 75¢ per share quarterly, which had been paid in 1927.

The J. Walter Thompson advertising agency has had a man on the Pacific coast for nine weeks securing names and releases from motion picture people to use in connection with exploiting Lux soap. He has been somewhat successful in getting film stars to respond, but occasionally runs into a snag where a star refuses to lend her name or picture to such advertising. One feminine star refused, giving her reason that she did not want her fans to think she used soap, since she already had made a public statement for advertising a brand of cold cream, saying in this that it was not necessary to use soap when using that cream.

Directors of Van Ess Laboratories, Inc., have placed the common stock on a regular dividend basis of \$1 a year, with the declaration of a quarterly dividend of 25 cents a share. In December the company paid 91 cents a share, the only distribution made in 1927.

William A. Weyer, of the firm of George H. Weyer, Kansas City, Mo., manufacturers of perfumes and toilet preparations, was a New York visitor during the last week in April. Mr. Weyer states that business in his section is improving and that the toilet goods industry is making rapid progress.

* * *

In our April issue there appeared a note to the effect that the business of the Leslie Co., 81 Congress avenue, New Haven, Conn., was being continued at another address as Viviny Perfumers, Inc. Publication of this note was due to a misunderstanding. The Leslie Co. continues at 81 Congress avenue and conducts a chain of retail stores throughout Connecticut and Massachusetts. Viviny Perfumers, Inc., is an entirely separate unit manufacturing perfumes and cosmetics at 108 State street, New Haven.

* * *

Col. Bogert Receives Degree

Col. Marston T. Bogert, professor of organic chemistry, Columbia University, received among other honors on his recent European trip the degree of "Rerum Naturalium

Doctor," which may be translated "Doctor of Natural Sciences," from the very ancient Charles University of Prague. Col. Bogert was chosen as a visiting professor to this university by the Carnegie Endowment for International Peace and delivered a course of lectures there under its auspices.



COL. MARSTON T. BOGERT

Charles University was founded in 1348 and is the oldest university in Europe east of Paris and north of Italy. The degree was conferred on Col. Bogert by unanimous vote of the faculty of the institution, and is considered by its recipient as a very great and unusual honor.

* * *

Consolidated net profits after taxes of the Lambert Company and subsidiaries for the quarter ended March 31, amounted to \$1,775,872. After deducting the amount applicable to minority interests net profits amounted to \$1,182,292, or \$2.45 a share on the 481,250 shares of common stock now outstanding.

On the present basis of ownership of stock of subsidiaries, net profits of the company for the first quarter of last year amounted to \$850,703, or \$1.77 a share of common stock at present outstanding. The increase amounts to 38.9 per cent.

* * *

Appraisal of the estate of John D. Larkin, founder of the Larkin Co., Buffalo, N. Y., who died in 1926, filed in Surrogate's court recently, revealed that his estate amounted to \$6,394,615. Under terms of the will, the estate was divided among two daughters and two sons. Mrs. Ruth L. Robb of Buffalo, a daughter, will receive \$1,697,334 and the other children, Mrs. Frances L. Esty, John D. Larkin, Jr., who succeeded his father as president and treasurer of the company, and Mary H. Larkin, vice-president and assistant treasurer, will receive \$1,347,334 each.

Harold F. Ritchie Buys J. C. Eno, Ltd.

A short time ago the *Daily Express* of London, England, published a report to the effect that Harold F. Ritchie, president of Harold F. Ritchie & Co., Ltd., Toronto and New York, had purchased the business of J. C. Eno, Ltd., manufacturers of Eno's fruit salts, for the sum of £1,500,000.

Since Mr. Ritchie has returned to Toronto he has confirmed the truth of the transaction. Mr. Ritchie has for a number of years acted as sales agent for Eno's products, first as representative in Canada; later as representative for the whole of America (North and South); and for the last several years, through his company, who are manufacturers' agents, throughout the world.

The selling of the Eno business follows the death of Harold Swithinbank, one of the directors of the firm and a son-in-law of the late J. C. Eno, the founder, who on his death left most of his vast fortune to Mrs. Swithinbank. Harold Swithinbank died in October last and was buried off the Azores. An erstwhile commander, it was his wish that he be buried at sea, and a few weeks prior to his death he was carried on board a steamer bound from Liverpool to Valparaiso.

Mr. Ritchie came home on the last trip of the *Mauretania*, and it is understood that the entire financing of the proposition had been arranged in Canada previous to Mr. Ritchie going to Europe. Mr. Ritchie has represented the Eno Co. since 1908. The Harold F. Ritchie Co. has five sales offices in the United States, with 90 salesmen on the road, and 20 salesmen in Australia controlled from two offices.

* * *

The marriage of Katherine McDonald, former film actress and manufacturer of toilet preparations, and Christian R. Holmes, Montecito, Cal., millionaire, on April 25 in San Luis Obispo was announced recently at Santa Barbara, Cal. The wedding was in the home of Judge T. A. Norton and the couple then left on an automobile tour of Northern California. Mr. Holmes is a nephew of Max Fleischmann, wealthy yeast manufacturer. He operates the Featherhill Ranch.

* * *

Coca-Cola directors have declared a quarterly dividend of \$1.50 a share, payable July 2 to stockholders of record June 12, raising the common stock to a \$6 basis. A financial statement issued in Atlanta showed gross receipts of \$7,075,532 for the first quarter, manufacturing and general expenses of \$4,526,878, leaving operating profit of \$2,548,633. Net income before Federal taxes amounted to \$2,228,003, against \$2,045,512 for the corresponding period last year.

* * *

At the recent advertising, selling and merchandising exposition under the auspices of the Kansas City, Mo., Advertising Club and the Salesmanagers' Association of that city, Carl F. G. Meyer, president of the Meyer Drug Co. of St. Louis, was a speaker. H. R. La Towsky, merchandising manager of the E. I. du Pont de Nemours Co., Wilmington, was also on the program.

* * *

Pro-phy-lac-tic Brush Co. has declared an extra of 50 cents on the common and the regular quarterly of \$1.50 on the preferred.

Sidney M. Colgate, president of Colgate & Co. of Jersey City, has bought about an acre of land, bounded by New, Wallace and North Centre streets, Orange, N. J., which he will offer to the city for use as a public playground.

* * *

McKesson & Robbins, Inc., have declared extra disbursements of 25 cents on the common and of $\frac{3}{4}$ ths of 1 per cent on the preferred stocks besides the regular quarterly dividends of 25 cents on the common and of $\frac{1}{4}$ per cent on the preferred. Similar dividends were authorized in the preceding quarter.

* * *

Dr. Wimmer Named A.M.T.A. Advisor

Dr. Curt P. Wimmer, Professor of Pharmacy, College of Pharmacy, Columbia University, has been appointed to the position of Technical Advisor to the American Manufacturers of Toilet Articles.

The Executive Board of the association took such action at a meeting which was held on May 9.



DR. CURT P. WIMMER

Dr. Wimmer's work in connection with cosmetic problems is too well known to require extended comment. He conducts classes in the manufacture of cosmetics and in perfume raw materials for them at the College of Pharmacy. He was active in opposition to the recent anti-cosmetic proposals in several states, appearing in person and also preparing briefs opposing legislation on cosmetics. He is planning research work in raw materials, by their examination with ultra violet light. Dr. Wimmer is also a consulting editor for this journal.

* * *

A uniform test for intoxication becomes increasingly necessary, says the *New York Times*. The other day there was news of the arrest of two ladies whose closed car was damaged because they were "intoxicated." Dizziness, faulty vision, and finally the impossibility of keeping her hands on the wheel caused the driver to run her car broadside into a street car. The officer who took charge called a doctor to revive the almost unconscious women. However, a few minutes in the open air restored them, and the physician was called upon for nothing more than an explanation of the curious circumstances.

He found it in a large bouquet of spurge-laurel decorating and perfuming the interior of the automobile. The odor of its yellowish flowers is highly narcotic, and the ladies, who had been driving for several hours, were overcome as by the juice of the poppy or, as the policeman thought, the grape.

Certain perfumes now popular in New York have qualities equally obnoxious to the sensitive nose, declares the *Times*. Sitting beside an excessively fragrant lady in the theatre does not put one to sleep. It does not even bring on a fit of coughing or sneezing. But it may cause a headache, and when several equally strong odors are fighting for supremacy at a matinee the unscented might well long for a boutonniere of spurge-laurel.

The Schulte Retail Stores will open more than forty new units during the current year, according to David T. Schulte, president. Sales for the first quarter, Mr. Schulte said, were more than ten per cent ahead of a year ago.

"Business is good," Mr. Schulte said, "and there is every reason to believe it will continue and increase during the remainder of the present year. The public buying power is increasing and this is general since our stores are widely scattered."

* * *

Suit to enforce the payment of \$15,000 on an accident insurance policy written on the life of Henry Schenkel, soap process inventor and former sales manager for the old William Waltke & Co., was filed in Circuit Court in St. Louis, April 27 by his widow, Mrs. Emma Schenkel, against the Travelers' Insurance Co. Mrs. Schenkel asserts the policy taken out by her husband June 26, 1922, and renewed for five successive years, contained the agreement that should he lose his life through "external, violent and accidental means" the company would pay his widow the amount of the policy.

Mrs. Schenkel contends her husband lost his life January 21 last by an accidental gunshot wound, from which he instantly died. According to a Coroner's jury, Schenkel died from a self-inflicted gunshot wound during a temporary mental aberration.

His death left unsettled a \$250,000 suit he had pending against his old employers, and an injunction suit brought by Procter & Gamble Co., which absorbed the Waltke Company, to restrain him from disclosing the Waltke process of soap making, which, he claimed, he invented. The injunction suit, however, was extended to the executors of his estate recently.

* * *

A very interesting analysis has just been issued by Shields & Co., Inc., of the financial position of Woodworth, Inc., of which company Ralph H. Aronson, who has had many years of experience in the cosmetic, perfume and drug lines, is the president and active head.

The analysis reviews the business and history of Woodworth, Inc., from the time of its origin in 1854 until the present day. The company now has 13,000 accounts on its books, of which 8,000 are constantly active. Among them are some of the largest chain drug stores and department stores in the country. Approximately 85 per cent of the business is made up of face powders, lipsticks, compacts, rouges and creams of various kinds, while the remainder consists of perfumes.

There has been a steady and healthy increase in the volume of output and in profits since Mr. Aronson became associated with Woodworth, Inc. The analysis gives details of stock issues of the company, together with a balance sheet which shows current assets of \$1,261,325 and liabilities of \$216,969. The net profits in 11 months of 1927 were \$514,346, nearly as much as the entire year's net amounted to in 1926. The profits were several times the dividend requirements.



RALPH H. ARONSON

In the list of new members of the Merchants' Association of New York, recently issued, is Charles of the Ritz, Inc. The company will be represented in the association by John H. Hershman who was recently appointed general manager.

* * *

The Jack and Jill Health Products, Inc., New York, maker of Jack and Jill toothpaste for children, has appointed the Central Advertising Service, Inc., to direct its advertising account.

* * *

Eastwood New Armour Manager

George A. Eastwood was recently elected to the general managership of all of Armour & Co.'s by-products enterprises. In this group are the Armour Soap Works and toilet preparations branches of the business of Armour & Co.



GEORGE A. EASTWOOD

Mr. Eastwood joined the company as an office boy in 1897 and only six years later was made assistant to the sales superintendent in one of the Eastern districts. His progress was afterwards very rapid and in 1917 he was appointed to an executive position in the Chicago office of the company. In 1926 he was made

manager of all of the company's branch houses from which he was promoted to his present position.

* * *

Park & Tilford, Inc., has declared an initial dividend of \$3 in cash and 4 per cent in stock for the year, payable in instalments of 75 cents in cash and 1 per cent in stock. The first disbursement will be made on July 14 to stock of record of June 29.

The report for the first quarter of 1928 shows profit of \$222,375 after depreciation, but before Federal tax, compared with \$40,347 in the corresponding period last year.

* * *

A. J. Krank of A. J. Krank & Co., St. Paul, Minn., is one of the few American business men who make use of the airplane whenever possible. Mr. Krank has flown many hundreds of miles in practically all of the standard makes of airplanes in various parts of the country, and is an ardent believer in the future of commercial aviation. He has found the airplane to be a great time-saver in making business trips and contemplates the purchase of an airplane for his own use.

* * *

Offices of E. Fougere & Co., New York, have been moved from the old address at 90 Beekman street to more convenient and spacious quarters at 41-43 Maiden Lane. Shipping and receiving departments are still located at 90-92 Beekman street.

* * *

A meeting of the Loveland Club, an organization of 15 employees of the William H. Loveland Co., Binghamton, N. Y., was held at the Binghamton Y. W. C. A. on May 11. An interesting and entertaining program was presented, followed by a water pageant in the association pool.

The Selzit Co., formerly the Selz Co., New York City, toilet preparations, has moved to more convenient quarters at 47 West 63rd street. New telephone number is COLumbus 9848. The company was formerly located at 299 Broadway.

* * *

Bristol-Myers Co., manufacturers of Ipana tooth paste and other well known products, has been making very rapid strides recently in securing distribution for these well known specialties.

The company, of which Henry P. Bristol is president, was incorporated in New York in 1900, the successor of a partnership established in 1887. Its products are sold throughout the United States and in twenty-six foreign countries. Sales both domestic and foreign in each of the last four years have shown a substantial increase as compared with the preceding year. The growth has continued and increased in the current year.

The products of the company are widely and extensively advertised, over \$4,000,000 having been spent in advertising in the last four years. The company was one of the first to use the radio for advertising, its feature programs being given by the Ipana Troubadors whose talents are well known to all radio fans, and whose popularity has done much to advertise Bristol Myers products.

* * *

Total sales reported by twenty-seven chain store organizations for April and for the first four months of the year have increased 8 per cent. and 15.8 per cent. respectively over the same periods last year. The slower rate of increase in April was due largely to the fact that there was one Saturday less than in April, 1927, and also to an early Easter, which caused holiday sales to overlap into March.

The March sales of thirty-six chain store companies attained a record total of \$121,481,032, comparing with sales of \$99,397,884 for the same month in 1927, an increase of \$22,082,148, or 22.22 per cent.

For the first quarter sales of the same companies amounted to \$313,913,673, against \$266,749,670 for the first quarter of 1927, a gain of \$47,164,003, or 17.68 per cent.

* * *

Dr. Charles H. LaWall has been awarded the Remington Honor Medal for 1928 in recognition of outstanding services to American pharmacy. The medal was presented at a dinner of the New York branch of the American Pharmaceutical Association held at the Hotel Pennsylvania on May 14.

* * *

Zenith Laboratories, manufacturers of face creams and talcum powder, have moved to larger quarters at 417 East 119th street, New York City. The company has enjoyed a rapidly increasing demand for its products which made this change of address necessary. In connection with the change, the company advises us that it has installed a much larger plant for the manufacture of talcum powder than it had in its former address.



HENRY P. BRISTOL

All the nation will watch with interest the establishing by Western Air Express, Inc., of a de luxe aerial passenger line between Los Angeles and San Francisco, for the success of this line is expected to do much to encourage commercial aviation throughout the United States.

The service started this month after the three planes which are to make regular trips between the two California cities had completed a transcontinental tour. This tour developed into a huge boost demonstration for the progress of aviation. It was backed by 500 Chambers of Commerce of California. Forty of the leading cities of the nation were visited. Each plane carried its quota of California business men, aviation experts and newspapermen. It was a triumphal tour.

The cabin has upholstered chairs for twelve passengers, and two additional passengers can be accommodated if traffic requires. The chairs have the luxurious comfort of the equipment of the modern Pullman parlor car. At the elbow is an individual ash tray and match box; to the fore there is a pocket for magazines and newspapers; above there is a rack for baggage—and stretching the full length of the cabin are windows that permit a full view of the scenery to be traversed. Behind the cabin there is a fully equipped comfort room—lavatory, wash basin, shaving mirror, running water. Behind that is the baggage compartment, capable of carrying 2,000 pounds.

* * *

In an attractive insert between advertising pages 86 and 87 in this issue, A. L. van Ameringen, New York City, calls attention to several of the specialties which he manufactures in his recently enlarged laboratories at Orange, N. J.

* * *

One of the attractive features of the recent convention of the American Manufacturers of Toilet Articles was



FRANK J. LYNCH

the appearance on Wednesday evening at the banquet and dance of the Ipana Troubadors. These entertainers, who are familiar to almost everyone through the radio programs which they broadcast from station WEAf, New York City, on Wednesday evenings, were secured for the evening and their services donated by the Sun Tube Corporation of which Frank J. Lynch is president. Those present at the banquet clearly showed their enjoyment of the excellent music which the Troubadours furnished.

* * *

The corporate name of Thurston-Helme, Inc., has been changed to Thinc Products, Inc., as of April 21, 1928. The management remains the same. James B. Helme is president.

* * *

M. Cousinery, general manager of the Gabilla Co., perfumers of Paris, arrived on the *France* May 2 for a brief visit to the American trade. His company is represented in the United States by Everett-Gould, Inc., New York.

Merger of twenty-six pharmacies located in New York and the metropolitan area under the name Nauheim Pharmacies, Inc., successor to Nauheim Pharmacies Co., has been made. The management of the new company is in the hands of A. M. Stoller, who since 1906 has operated the Nauheim Pharmacies. The stores making up the group had sales last year of \$2,776,219. Offerings of preferred and common stock of the company have been made.

* * *

Commercial Laboratories Opens N. Y. Office

Commercial Laboratories, Inc., Newark, N. Y., has opened a New York office at 41 East 42nd street in charge of E. W. Murphy in order to extend more fully the service of the company to manufacturers in the metropolitan territory. The new offices are conveniently located in the Liggett Building where products manufactured by the company are kept on display.

Mr. Murphy was formerly connected with the Kellogg Toasted Corn Flake Co., of Battle Creek, Mich., where he received a gold watch and chain as a testimonial of appreciation and faithful service from W. K. Kellogg, president. After serving with that organization for fifteen years, he joined the Commercial Laboratories, Inc., in a sales capacity. At that time Floyd Winegard, now president, was manager. He continued with the Laboratories for three years, leaving in 1923 to join the Armour Grain Co. on the Produce Exchange. Mr. Murphy expressed much pleasure in returning to Commercial Laboratories, Inc., and believes that the opportunity is very bright for increasing the sale of private brand toilet preparations in the New York territory.

* * *

Jean Martin, vice-president of the French-American Glass Co., New York, N. Y., has returned from a three months' trip abroad where he went to recuperate from his prolonged illness of last Winter. In a leisurely way he visited Germany, Austria, England and the Lyon Fair in France; and also spent much time at Cristalleries de Nancy, conferring with Jules Bayet, administrator of the company, for which the French-American Glass Co. is exclusive American agent.

Mr. Martin is much improved in health, and one of the first things undertaken on his return was to move the offices of the company to suite 604-605 at 175 Fifth avenue, New York City, in the heart of the glassware district. In the new offices, space is provided for a showroom not only for glassware for perfumers but also for cut glass specialties which the company is offering through a special department which is in charge of Charles de Flandre. The new quarters include offices for Mr. Martin, vice-president; Andre Griffon, assistant secretary and general manager, and Mr. de Flandre.

* * *

Warning has been given that a counterfeit \$5 note is in circulation. It purports to be on the Federal Reserve Bank of San Francisco, Cal., series 1914, check letter "E," face plate No. 538, back plate number indistinct, probably 3672. It is described as a well-executed production printed from photo-mechanical plates on two sheets of paper, without imitation silk threads.

* * *

An initial dividend of \$1 has been declared by directors of Drug, Inc., payable June 1 to shareholders of record May 15. The corporation is a consolidation of the United Drug Co. and Sterling Products Co.

Fernand Javal and Yvan Droz of the Paris perfumery house of Houbigant, arrived on the *Ile de France*, May 15, and André Wick, manager of Houbigant, Inc., New York, returned with them.

The third annual reception and dance of "La Corbeille de Fleurs" Inc., a social organization maintained in the interest of the employees of the American company, was held in the grand ball room and foyer of the Hotel Pennsylvania, Friday evening, May 18, with entertainment by "Our Juveniles" followed by dancing with the Cottonland Serenaders and Finlay's Orchestra. The officers arrived at the height of the entertainment, joined in the dancing, and appeared to be having as good a time as any one present.

* * *

Death of George Selick

George Selick, vice-president of C. H. Selick Inc., manufacturing perfumers of New York City, died at his home in Brooklyn, April 21 at the age of 56. Funeral services were held at his home on April 23 and burial was at Evergreen Cemetery.

Mr. Selick was born in New York City and educated in the public schools. At an early age he entered the business of his father, C. H. Selick, and his entire business career was spent in that organization. The company was founded by his father 53 years ago.



THE LATE GEORGE SELICK

Mr. Selick was well known in the perfumery and toilet goods industry. His firm has been for many years an active member of the American Manufacturers of Toilet Articles and Mr. Selick himself was prominent in other trade activities.

He leaves a widow, Mrs. Katie Hasler Selick, and two daughters, Mrs. Clara Aldridge and Elsa C. Selick, who was associated with him in business and was secretary of the corporation; also a brother, Gustave Selick an officer of the company.

* * *

Papers filed at Albany record the dissolution of Parfumerie Odette, of Manhattan Borough, New York City.

* * *

Edouardo, Inc., New York, has moved to more convenient and larger quarters at 300 Fourth avenue, where both the executive offices and showrooms are located. George F. Grice has been elected a director of the company.

* * *

The Norwich Pharmacal Co., Norwich, N. Y., has purchased Antoinette Donnelly, Ltd., an Illinois corporation manufacturing toilet preparations and has re-incorporated it in the State of New York. According to an announcement the line will be continued and expanded under the new ownership.

* * *

The Kolax Co., Chicago, manufacturer of Kolax Brushless shaving cream, has appointed the Quinlan Co., Chicago advertising agency, to direct its advertising accounts.

Standard Drug and Sales Co., Philadelphia, Pa., is preparing to move into its own building in order to provide better facilities for increasing its manufacturing operations.

H. H. Kronberg, president of the company, is now on a business trip through the Middle-West, where he expects to open branch offices in sixteen important cities to handle the company's line of toilet articles, soaps, and the like. The company already has twenty-seven branch offices in operation and the sixteen new ones are expected to practically double the present business. A comprehensive advertising program is now being handled by the Quinlan Co. of Chicago, featuring Muscletone, one of their products. The decision to concentrate on this items through regular drug channels was brought about by the demand created through their own branch office sales. Elaborate window displays are also being prepared for druggist co-operation on Muscletone.

* * *

In an attractive and interesting announcement appearing on advertising page 68 of this issue, John Powell & Co., New York City, announce a new concentrated shaving cream base. This product was developed by an eminent chemist and is produced in a thoroughly modern plant. John Powell and G. R. Rinke are associated in the management of the company. They are two of the brilliant younger salesmen in the trade and their venture has met with steady and growing success. Mr. Powell will leave shortly for a trip through the Middle Western territory. Mr. Rinke has just returned from the Atlantic City convention of the A. M. T. A., and his photograph will be found in group number 1 on page 145 of this issue among those in attendance at the convention.

* * *

New Alcohol Combination Formed

The American Commercial Alcohol Corporation has been formed by the consolidation of the David Berg Industrial Alcohol Co., Philadelphia; the American Distilling Co., Pekin, Ill.; and S. L. Mayer Distilling Co., New Orleans, La.

The new corporation, according to its organizers, will be one of the largest producers of alcohol in the United States. The corporation acquired from the predecessor companies permits to produce in the aggregate approximately 10,000,000 gallons of alcohol under the allotment plan made effective January 1 of this year by the Treasury Department.

The new corporation is a Maryland company capitalized for 40,000 shares of preferred stock at \$100 par value, and 150,000 shares of common stock of no par value.

The officers of the company are: Philip Publicker, chairman of the board; Richard H. Grimm, president; William S. Kies, chairman of the executive committee; Guy I. Colby, vice-president and treasurer; S. M. Mayer, vice-president, and Cecil Page, secretary. Executive offices are located at 420 Lexington avenue, New York City.

* * *

The Procter & Gamble Co. has announced the purchase of all properties and physical assets of the Globe Soap Co. The price was \$2,280,000, payable in 6 per cent preferred shares of Procter & Gamble Co. at \$110 a share.

* * *

The Philadelphia offices of Ungerer & Co. have been moved to a more convenient location at 2 South Front street. Edward Trippe is manager of this branch.

Hans Erich Steche, a member of the board of directors of Heine & Co., Leipzig and Groba, Germany, returned recently to Europe after a brief visit to Heine & Co., New York, American representatives for his company. Mr. Steche expressed himself as gratified with the work which Heine & Co. have been doing on his products and was extremely optimistic regarding future expansion in this market.

* * *

Ferdinand Buedingen Co., Rochester, N. Y., has moved its New York office, in charge of W. John Buedingen, from the fourteenth to the eleventh floor at 82 Beaver street, New York City. The telephone number remains the same.

* * *

C. G. Westerberg Buys Kunz Preparations Co.

C. G. Westerberg has purchased the stock of the Kunz Preparations Co. of Minneapolis, Minn., and will continue the business under the name "La Vonne Products Co." at 317 Plymouth avenue North.

Mr. Westerberg is a graduate chemist and has been connected with the Kunz Preparations Co. for about four and a half years. Before entering their employ, he was chief chemist for the Northland Milk and Ice Cream Co. and before that chief chemist for the City of Minneapolis.



C. G. WESTERBERG

The Kunz Preparations Co. was organized about seven years ago as a manufacturer and distributor of barber supplies. Their line which is known as the La Vonne line is well known in the Northwestern part of the United States, and in addition to their branded goods, they have supplied the trade with goods in bulk and under private labels.

* * *

Lloyd K. Neidlinger, son of George H. Neidlinger, president of the Peerless Tube Co., Bloomfield, N. J., is now doing post-graduate work in architecture at Princeton University. Mr. Neidlinger has had much success in his chosen study; but this has not overshadowed his reputation in athletics which he carried with him from Dartmouth College. Accordingly, he was induced to act as coach for the Princeton hockey team, and, contrary to all precedents, has been made assistant to Coach Roper of the Princeton football team.

* * *

R. L. Kenah, president of the Standard Tube and Specialty Co., New Brighton, Pa., accompanied by Mrs. Kenah and their daughter Elizabeth, are enjoying a three months' pleasure trip in Europe. Their itinerary includes France, Switzerland, Germany, Holland, England, Scotland and Ireland.

The last weeks of the trip are to be spent in Ireland, and will include stops at Killarney, Cork and Blarney Castle. They expect to return the first week in July. In the absence of Mr. Kenah, J. M. Johnson is in charge of the affairs of the company.

Louis Amic of Roure Bertrand Fils & Justin Dupont, sailed on the *Paris* May 19 after a month's visit to the George Silver Import Co., American representative of his firm. This was Mr. Amic's first visit to the United States and he expressed himself as greatly impressed with the possibilities for expanding business here. He hopes to return for a longer visit in August or September.

* * *

Nearly \$250,000 has been spent for furnishings and equipment in the Yvette Salon de Beaute, said to be the largest establishment of its sort in America, which opened April 25 in the Prudential Building, Newark, N. J. Fifty-five operators are employed in the salon, which is the forty-fourth to be put in operation by the Yvette Co.

* * *

New Offices for A. J. Sterling

Increased business and the necessity of having more salesmen and added facilities for handling it has made necessary the removal of the offices of Albert J. Sterling, New York representative for the Karl Kiefer Machine Co., CaPeM Machinery Co., Hoepner Automatic Machinery Corp., Burt Machine Co., and Sterling Closure Co., to much larger and more attractive quarters. Mr. Sterling has been located for several years in the Park Row Building, at 15 Park Row, New York. His new offices are located in the beautiful new Transportation Building, 225 Broadway.

Mr. Sterling has been associated with most of the companies which he now represents for several years and has been extremely successful in building business for them. He is well known in the toilet preparations industry, having served efficiently many prominent companies in the field in introducing new and improved machinery for the processes of manufacture.

* * *

Dr. Francisco Xavier Cajiao, manufacturer of perfumes and toilet waters in Bogota, Colombia, is spending a few weeks with his family in New York, preparatory to sailing for a visit to Spain.

Dr. Cajiao is one of the leading wholesale druggists and manufacturing chemists in the Republic of Colombia. This is his ninth visit to this country.

For the last eight months his family have been living in New York and he has just joined them for their vacation trip in Europe.

Dr. Cajiao has spent several other vacations in New York.

* * *

A new line of cosmetics is being marketed by Katherine MacDonald, who has appointed the Los Angeles office of Emil Brisacher and Staff to direct the advertising of her products. Magazines will be used.

* * *

The M. Werk Co., Cincinnati soap manufacturer, has appointed the Procter & Collier Co., Inc., advertising agency of that city, to direct its advertising account. Newspaper and outdoor advertising will be used.

We have received a letter from Charles A. Rindell written at French Lick, Ind. Mr. Rindell has been vacationing and formally announces through our columns that he has at last taken up golf. Mr. Rindell reports progress at the game, but does not include any of his scores. If his golf game makes as rapid progress as does his business, we do not believe he will have to pay much for instruction.

* * *

Roberto Lilienthal, general manager of Las Fabricas Apolo, S. A., Monterrey, N. L., Mexico, sailed from New York on the *Albert Ballin* April 21 with his two children



ROBERTO LILIENTHAL

for a four months' vacation in Europe. Most of his time will be spent in Germany. Las Fabricas Apolo is one of the leading Mexican soap and perfume houses. Its plant is in Monterrey, but it maintains sales offices in Mexico City. Its line included toilet preparations, flavoring extracts and chewing gum, in addition to its principal products, perfumes and soap. Dido Moebius is president and principal owner of the company.

While in New York, Mr. Lilienthal was the guest of F. de la Garza of the export department of Fritzsche Brothers, Inc.

* * *

We have received from Mme. Georges Chiris, wife of the head of the Etablissements Antoine Chiris, Grasse, some circulars outlining the work of L'Assistance Aux Tout Petits. The circulars discuss at some length the need for aid to the orphans of France and describe the work which has already been accomplished in establishing L'Assistance Aux Tout Petits in Grasse. They also outline plans for increasing the facilities of this organization by the erection of additional buildings for which the site has been donated by the city of Grasse, and enclose a subscription blank for the convenience of those who desire to contribute to this very worthy cause.

Mme. Chiris has done excellent work in securing funds for this project and will undoubtedly be successful in her search for additional funds to complete the work.

* * *

The Commercial Solvents Corporation for the first quarter of 1928 shows a net profit of \$575,726 after depreciation, interest, Federal taxes and other charges, equivalent to \$2.64 a share earned on 217,722 shares of no par stock. This compares with \$361.372, or \$1.66 a share, in the previous quarter and \$526,099, or \$2.41 a share, in the March quarter of 1927, based on the same number of shares outstanding.

* * *

New offices and showrooms of the Scientific Specialties Co., Inc., and of Maison d'Or, Inc., have been opened in Los Angeles, Calif. The offices are located in the Lissner Building, 524 South Spring street. Otto Staplefeld, who is in charge of the office, has had long experience in the line and is well known, especially in the department and gift store trade.

On April 20 one of the main manufacturing buildings at the plant of Synteur Scientific Laboratories, Inc., Monticello, N. Y., was completely destroyed by fire. A considerable quantity of raw materials, finished products and some new apparatus and machinery were destroyed. Due to the fact that the company has a number of other manufacturing buildings we are advised that there will be no interruption of deliveries on account of the fire. Plans for reconstruction of the unit which was destroyed are now under way.

* * *

Georges Klotz, president of Pinaud, Inc., New York and one of the owners of Parfumerie Ed. Pinaud, Paris, sailed on the *Paris*, May 19, after a visit of a month to the American company. Mr. Klotz was accompanied by his niece, Anne Marie Klotz, daughter of Henri Klotz. Miss Klotz, who was educated in France, speaks English in fluent and ready manner and is even familiar with the American vernacular permissible in good circles. This was her first visit to America.

* * *

Stockholders of the Continental Can Co. have received an offer of 68,262 shares of additional common stock for subscription at \$100 a share to the extent of 10 per cent. of their holdings, whether common or preferred. The proceeds will be used chiefly to reimburse the treasury to the amount of \$22,710 for retirement of the preferred stock of the Passaic Metal Ware Co., which was taken over in January, and to the amount of \$2,000,000 for retirement of the preferred of the United States Can Co., which was taken over in February, and also to provide \$1,343,750 for retirement of the preferred of the Southern Can Co., which is being acquired.

The stock issue also will provide about \$1,500,000 additional working capital. It is expected that the company will also receive about \$1,000,000 more from the sale of stock to employees which has just been authorized by the board. The stock issue has been underwritten by Goldman, Sachs & Co. in conjunction with Lehman Brothers.

* * *

In the report of the American Telephone & Telegraph Co. for the first quarter of 1928, which shows the largest earnings ever recorded for the period, Walter S. Gifford, president, graphically describes the great strides made in the field of long-distance communication since the first of the year.

"That the improved quality and increased speed of long-distance service have been recognized by the public is evidenced by the fact that the number of long-distance messages handled for the first three months of the year is approximately 9,600,000, or an increase of 17 per cent over the first three months of last year," Mr. Gifford says.

"Since the first of the year transatlantic telephone service to Great Britain has been extended to the principal cities of Belgium, Holland, Germany, Sweden and France. This transatlantic service has added over 3,000,000 telephones with which the user of a telephone connected with the Bell system in this country can communicate."

The income account for the first quarter shows a net income of \$33,474,825, after all charges and Federal taxes, equal to \$3.01 a share, at an annual rate of \$12.04 a share, earned on the average of 11,090,151 shares of stock outstanding during the period. This compares with \$31,787,681, or \$2.95 a share, or \$11.80 per annum, earned on 10,744,970 average shares in the first quarter of 1927.

P. R. Dreyer, president of P. R. Dreyer, Inc., New York City, with Mrs. Dreyer, sailed on the *Roma* May 19 for a visit of three months in Europe. Mr. Dreyer intends to call on some of the firms which his company represents in the United States and to make the trip a combination business and pleasure journey.

On January 1, 1928, the firm of P. R. Dreyer was incorporated. The new corporation succeeded to the business of Mr. Dreyer, who organized it in 1922. Since that date it has enjoyed a steady increase in sales and has moved several times, each time to larger quarters. When the firm was organized in 1922 it had but one branch office in Chicago. At present it is represented in nineteen principal cities throughout the United States.

Prior to the organization of this business, Mr. Dreyer had been for many years in the essential oil trade. He entered it in 1898 and from that time until 1907 conducted an enterprise under his own name. In 1907 the old firm was taken over by Stanley Jordan & Co. and Mr. Dreyer became vice-president of that company. This connection lasted until 1908 when he joined Ungerer & Co. as a special representative, continuing with that firm for ten years when he was made manager of the essential oil de-



F. C. THIELE, P. R. DREYER, E. R. VETTERLEIN

partment of Rockhill & Victor. He remained in that capacity until 1922 when the present business was organized. The officers of P. R. Dreyer, Inc., are Peter R. Dreyer, president; Frederick C. Theile, vice-president; Ernest R. Vetterlein, treasurer; and Orrin C. Isbell, secretary. Mr. Vetterlein joined P. R. Dreyer in November, 1922, having previously been connected with the Pacific Trading Corporation of America in the capacity of chief auditor and supervising manager. Mr. Theile joined P. R. Dreyer in November, 1925. His connections with the drug and essential oil field extend over a number of years. He was associated with the F. W. Hoffman Corporation as general manager and more recently with the National Aniline and Chemical Co., the American Aniline Products, Inc., and the Charles V. Sparhawk Corporation, of which he was vice-president. Mr. Isbell continues to act in the capacity of legal advisor to the corporation which position he also held before the concern was incorporated.

The company is American representative of Bertrand Frères, Grasse, France; Paolo Vilardi, Reggio Calabria, Italy; Vanillin Fabrik, Ltd., Hamburg, Germany; H. Raab & Co., Roermond, Holland; Constantin Mintcheff & Ketchedjieff, Kazanlik, Bulgaria; Nord African Commercial, Algiers, Africa; and Brödr Aarsaether, Aalesund, Norway.

In the recent thirty-fifth annual tournament of the Wholesale Drug Trade Bowling Association of New York, Colgate & Co., as was expected during the last few weeks, finished first. R. & H., after a strenuous struggle with Lanman & Kemp, managed to finish second, one game ahead of third place.

The scores bowled the final evening were as follows:

	(Versus)		
Church & D.....	813	Standard Oil (13).....	777
Colgate & Co.....	884	Grasselli No. 1 (45).....	763
R. & H. C. Co.....	789	Squibb No. 1 (23).....	758
Squibb No. 1.....	844	Grasselli No. 1.....	651
Standard Oil (17).....	875	R. & H. C. Co.....	841
Church & D (29).....	867	Colgate & Co.....	807
R. & H. C. Co.....	844	Church & D.....	837
Squibb No. 1 (48).....	831	Colgate & Co.....	778
Standard Oil.....	792	Grasselli No. 1.....	751

The final standing of the teams at the close of the season was:

	Won	Lost	Per cent	*High score
Colgate & Co.....	32	13	.711	1,014
R. & H. C. Co.....	29	16	.644	961
Lanman & Kemp.....	28	17	.622	957
Squibb No. 1.....	24	21	.533	940
Grasselli No. 1.....	22	23	.489	970
Church & Dwight.....	22	23	.489	914
Standard Oil.....	18	27	.400	948
A. Klipstein.....	18	27	.400	918
Grasselli No. 2.....	18	27	.400	912
Squibb No. 2.....	14	31	.311	894

* Including handicap.

A. G. Carling, for forty years associated with Colgate & Co., and for thirty years a salesman in the perfumery and toilet soap department in Metropolitan territory, retired on April 1.

Mathieson Alkali Works, Inc., reports for the quarter ended on March 31 a net income of \$429,463 after depreciation, Federal taxes and other charges, equivalent, after allowing for dividend requirements on the 7 per cent preferred stock, to \$2.62 a share earned on 147,207 shares of common stock. This compares with \$446,268, or \$2.74 a share, in the first quarter of 1927. E. M. Allen, president, said electrolytic alkali operations showed a material reduction in profits.

The Du Pont Products Exhibit on the Boardwalk featured the recent 34th annual meeting of the American Manufacturers of Toilet Articles, held at Atlantic City, May 7, 8 and 9, by an elaborate display of products of all kinds made by leading manufacturers. All these were wrapped in Cellophane. One of the large Boardwalk windows was taken for the display and a beautiful background of red and green Cellophane was created in order to emphasize the materials on view. The exhibit was visited during the convention by many manufacturers who were interested in the growing use of Cellophane as a decorative and protective wrap.

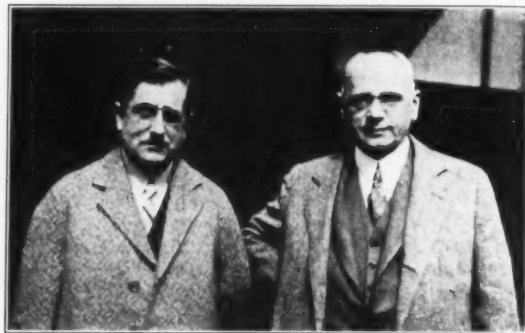
Among the manufacturers whose products were shown were Iodent Chemical Co., Frostilla, Colgate & Co., Ed Pinaud, Maurice Levy, Ferdinand Mulhens, Warren Soap, Lemona, Pall Mall Soap, Fax Laboratories, Sante Perfumes, September Morn Laboratories, National Mineral Co., Mulhens & Kropff, A. R. Winarick, Rigaud, Marie Earle, Barbasol, Milton Cahn, Armour Auxiliaries, Bauer & Black, Boag Ribboncraft Co., Coe Laboratories, Marshall Field & Co., Hindu Incense, Jas. S. Kirk Co., Kolar Laboratories, Geo. A. Schmidt and Western Co., as well as others.

The display included soaps, perfumes, powders, powder puffs, bath salts, toilet powders, lotions and other products.

W. G. Ungerer, president of Ungerer & Co., who sailed on April 14 on the *France*, has been spending some time in Grasse with Charabot & Co. (Hagues Aine). The floral season there is well under way and Mr. Ungerer reports that conditions are at least fairly satisfactory as regards flower crops with the exception of orange. The orange trees in some localities were severely touched by frost during the early part of the winter and, as a result, the 1928 production of orange flower essences will be well below normal. The jonquil crop yielded well and gave essence of excellent quality.

E. Grosse Returns Home

E. Grosse, director of E. de Haen, A.G., Seelze, near Hannover, Germany, sailed on the *Berlin* April 25, after a visit of four weeks with Pfaltz & Bauer, Inc., Frank M. Bauer,



FRANK M. BAUER AND E. GROSSE

president, American representatives for his firm. This was Mr. Grosse's first visit here in fifteen years and he was greatly impressed with the changes that have taken place in this market and the rapid growth of the business here.

Pfaltz & Bauer, Inc., have been appointed sole American agents by Dr. F. Wilhelm, Leipzig, Germany, oldest and largest European manufacturer of chlorophyll.

Owens Bottle Co. and subsidiaries report net profits of \$791,776 for the quarter ended March 31, compared with \$1,119,117 in the first quarter of 1927, and equivalent, after dividend requirements on 7 per cent preferred stock, to 94 cents a share, par \$25, earned on 767,178 common shares, compared with \$1.34 a share on 729,906 common shares in the first quarter of last year.

We have received a card announcing the birth of a daughter, Regine, to Mr. and Mrs. Jean Guichard, at Grasse, April 23. Mr. Guichard is a director of Roure Bertrand Fils & Justin Dupont and is an official of the Grasse plant of that company.

The estate of the late Edward Mallinckrodt, Sr., chairman of the board of the Mallinckrodt Chemical Co., which will be distributed among charitable and other public institutions, amounted to \$25,000,000, according to the inventory filed in St. Louis.

Can Companies Merger

Arrangements have been completed for absorption of the Southern Can Co. by the Continental Can Co. The latter company will finance the redemption of \$1,250,000 7 per cent preferred stock of the Southern Can Co., and will pay for the property with 11,500 shares of its own common stock, increasing its outstanding issue to 631,500 shares.

The preferred stock of Southern Can will be called for redemption on July 2 at 107½ and accrued dividend. Capital stock of Southern Can outstanding consists of 12,500 shares of Class A and the same number of shares of Class B, each of \$20 par value, in addition to the preferred. A special meeting of stockholders of the company May 2 approved the plan.

The Southern Can Co. is controlled by the Gibbs interests. Its plant is on a sixty-three-acre tract in Baltimore, with a six-story building large enough to permit concentration of the Baltimore factory of the United States Can Co., recently acquired by Continental, as well as the surplus business of the parent company's other plants there.

* * *

Plans Huge Drug Store Chain

A drug store chain that will rank second in size to the country-wide chain of the United Drug Co. is to be established by the United Cigar Stores interests through a subsidiary, according to press reports. Plans have virtually been completed and the first of the new stores will be opened soon.

About fifteen or twenty of the best-located of the Happiness Candy Stores, which are controlled by the United Cigar interests, will form the nucleus around which the proposed drug store chain will be built. It is intended to convert this number of the candy stores into drug stores, making the candy business a separate department in each.

The chain, it is understood, will be expanded gradually in territory near New York. It will be augmented first, it is expected, by the inclusion of the sixty-four stores, operated by the United Retail Chemists' Corporation, a United Cigar subsidiary. The United Chemists' drug stores are scattered throughout the country. Details of the plan to consolidate the two groups of stores have not gone beyond the tentative stage, however.

It is understood that the new company through which the drug chain is to be operated will be capitalized at between \$25,000,000 and \$30,000,000. An official of the United Cigar Stores Co. is quoted to the effect that there probably would be some public financing in connection with the project, but that this was a matter yet to be determined.

* * *

Compagnie Parento, Inc., Croton-on-Hudson, N. Y., advises us that during the Summer months its laboratories and offices will close at 4:30 P.M. each day instead of at 5:00 P.M., an innovation this year.

* * *

Dow Chemical Corporation declared a 10 per cent stock dividend on the common, also a quarterly of \$1.50 on the common and the regular quarterly of \$1.75 on the preferred. The company previously paid \$1.25 quarterly on the common.

* * *

The Du Pont Cellophane Co. advises that the addresses of two of its branch offices have been changed. The Boston office is now in Room 1210, Little Building, located at 80 Boylston street, and the Chicago office in Room 1748, State Bank Building, 120 South La Salle street.

We report with regret the death at Nice of Mme. Hortense Malgat, mother-in-law of Rene Varaldi, perfumer of Cannes-LaBocca. Mme. Malgat was the widow of Dr. Louis Malgat, eminent physician and chevalier of the Legion of Honor, and sister of Dr. Edouard Grinda, member of the Chamber of Deputies from Alpes-Maritimes and an officer of the Legion of Honor.

* * *

Dr. E. S. Gunther Sails

Dr. Ernst S. Gunther, director of research work in perfumery raw materials for Fritzsche Brothers, Inc., New York City, sailed on the *America* April 28 for research and study in some of the perfume raw material centers in Europe. He will first visit Southern France, where his time

will be devoted to research and production work of various flower products such as rose, orange, jasmin, tuberose and others. He also expects to work in the lavender-producing districts during the period of distillation.

About the middle of July Dr. Gunther plans to go to Spain to study the distillation of Spanish essential oils, such as spike, rosemary, sage and thyme, visiting each producing territory. He will make stops at



DR. ERNST S. GUNTHER

Barcelona, Seville, and Granada. At the close of the Spanish crops, Dr. Gunther will return to Grasse to complete the manufacture of flower products after which he will pay a visit to Schimmel & Co., Miltitz, Germany, for whom Fritzsche Brothers, Inc., is American representative. He will return to the United States late in the season after a visit to Italy and Sicily for the purpose of studying conditions in the manufacture of citrus oils.

Dr. Gunther recently returned from a Mid-Western trip which took him to Detroit and Chicago where he called on the leading perfumers in the interests of Fritzsche Brothers, Inc., and also spent some time at the Chicago branch of his company.

* * *

The Provincial land surveyor in Nova Scotia is experimenting with the production of peppermint oil, says Trade Commissioner W. J. Donnelly, Montreal, Canada. Last year roots were imported from the United States and planted on half an acre of land near Pictou. According to reports they grew to maturity and had a high average content of oil of good quality. Production of peppermint oil is expected this year and installation of a distillation plant has been arranged.

At present the United States is the principal source of supply. During the fiscal year ended March 31, 1927, imports to Canada totaled 24,848 pounds worth \$155,319, of which the United States supplied 20,344 pounds, valued at \$140,326.

* * *

Read Drug & Chemical Co., of Baltimore, which operates a chain of drug stores in Baltimore and near-by cities, has appointed Leroy R. Goldheim advertising manager. Mr. Goldheim was formerly with the *Baltimore Post*.

L'Amé, Inc., has been reorganized by Herbert Roystone and associates under a New York charter with a capitalization of 1,000 shares of preferred stock and 1,000 shares of common stock. The company has offices and laboratories at 21 West 24th street, New York City, and will specialize in the manufacture and sale of face powder and creams. The officers of the company are: president, W. Herbert Roystone; secretary, G. Mitten; and treasurer, Maurice Hollander. The company has already begun an advertising campaign in newspapers and national mediums, and it is the intention of the company to sell directly to the trade, but no mail order business will be conducted as in the past.

The corporation formerly did business at 216 West 18th street, New York City. A petition for a receivership was filed with liabilities of \$98,267 and assets of \$5,296; but a composition was effected with the creditors whereby most of them, have accepted preferred stock for their claims waiving a cash settlement of 5 per cent.

* * *

Business Record

Francis M. Kosler, druggist, Utica, N. Y., has filed a bankruptcy petition, with liabilities of \$10,454 and assets of \$6,000.

Geovin, Inc., perfumes and powders, 6-8 West 18th street, New York. By Charles Bergeret, for \$10,748; Francis Bertram Elgas, \$258; Kaiser & Seiden, \$20. Henry Caplin appointed receiver under \$1,500 bond, by Judge Knox. Liabilities, about \$24,000; assets, about \$4,000.

Samuel Cohen, drug stores, 2336 First avenue, and 163d street and Third avenue; liabilities \$27,801; assets \$17,000, main item being stock, \$15,000. Principal creditors listed are Bessie Shultz, \$4,050, secured; Joseph Stern, \$3,100.

Herman Heller, drug clerk, 125-21 Rockaway Boulevard, Queens, L. I. Liabilities \$20,189.71 and assets of \$15,150.

Ida Koplin, druggist, 799 Broadway, New York. Liabilities, \$24,985; assets, \$6,500, consisting of stock and fixtures. Mack Koplin is the principal creditor listed on a claim for \$13,000.

Murray Steinberg, drug stores, 2056 Madison avenue, and 433 South Broadway, Yonkers. Liabilities, \$26,887; assets, \$3,020. Principal creditors listed are Charles Langer, \$12,000, secured; American Soda Fountain Co., \$2,300, secured; Schultz Bros., \$2,800, secured; Max Elkind, \$1,338.

Arthur Berman, pharmacist, 1697 Amsterdam avenue, New York. Liabilities \$14,727, assets \$1,209. Principal creditors listed are Bronx Drug Co., \$3,053; Scheffelin & Co., \$1,405.

Benjamin Jerome Powell, drug store, 646 Lenox avenue. Liabilities \$9,688, assets \$600.

Seymour Weinstein, pharmacist, 2322 64th street, Brooklyn. Liabilities, \$6,978.48 and assets of \$125.

Boruch Klatz, drug store, 418 Walnut street, Yonkers. By Simon Roth on a claim for \$2,000.

Edward W. Gross, druggist, 176 Beach 70th street, Arverne, L. I. Liabilities, \$23,509.54, and assets of \$8,175.58. Judge Inch has appointed Conning G. McKenney receiver, in bond of \$2,000.

Arthur Sacks, druggist, of 1,681 Park avenue, has assigned to Harry Rosenthal.

Discharges in bankruptcy: David Allison, pharmacist, 3505 Broadway; Julius Applebaum, pharmacist, 2082 Crotona Parkway; Abraham Kupersmid, doing business as Kupersmid & Sons, fruit juices and syrups, 318 East Houston street.

What Is This Golf?

Golf is a form of work made expensive enough for a rich man to enjoy it. It is physical and mental exertion made attractive by the fact that you have to dress for it in a \$200,000 clubhouse.

Golf is what letter carrying, ditch digging and carpet beating would be if these three tasks had to be performed on the same hot afternoon, in short pants and colored socks by gouty-looking gentlemen who required a different implement for every mood.

Golf is the simplest looking game in the world when you decide to take it up, and the toughest looking after you have been at it for ten or twelve years.

It is probably the only game known that a man can play as long as a quarter of a century, and then discover that it was too deep for him in the first place.

The game is played on carefully selected grass with little white balls and as many clubs as the player can afford. These balls cost from seventy-five cents to \$25 and it is possible to supply a family of ten people (all adults) for five months on the money represented by the balls lost by some golfers in a single afternoon.

A golf course has eighteen holes, seventeen of which are unnecessary and put in to make the game harder. A "hole" is a tin cup in the center of the "green." A "green" is a small parcel of grass costing about \$1.99 a blade and usually located between a brook and a couple of apple trees or a lot of unfinished excavations.

The idea is to get the golf ball from a given point into each of the eighteen cups in the fewest strokes and the greatest number of words.

The ball must not be thrown, pushed or carried. It must be propelled by about \$200 worth of curious looking implements, especially designed to provoke the owner.

Each implement has a specific purpose and ultimately some golfers get to know what that purpose is. There are exceptions.

After each hole has been completed the golfer counts his strokes. Then he subtracts six and says, "Made that in five. That's one above par. Shall we play for fifty cents on the next hole, too, Ed?"

After the final or eighteenth hole, the golfer adds up his score and stops when he has reached eighty-seven. He then has a swim, a pint of gin, sings "Sweet Adeline" with six or eight other liars, and calls it the end of a perfect day.—*H. B. Johnson, the Ziemer Company.*

* * *

Francois de Laire of Fabriques de Laire, Issy and Calais, France, who has been visiting Dodge & Olcott Co., New York, American representatives of his firm, returned on the *Paris* May 12. Mr. de Laire represented his company at the annual convention of the American Manufacturers of Toilet Articles at Atlantic City in company with F. T. Dodge who represented Dodge & Olcott Co. He expressed himself as greatly pleased with the progress which the de Laire products have been making in the United States.

* * *

There is a story—authentic, we are led to believe—about a gun-gentleman who went to Brentano's to buy Herbert Asbury's "The Gangs of New York." He had never before set foot inside a bookstore, and found himself a little dazed, at first.

"Jees!" he muttered, looking about, bewildered: "Where t'hell did all them books come from?"—*New York Tribune.*

Through an unfortunate provision in the by-laws of the Pratt Institute Alumni Federation, William Barlow, treasurer of E. M. Laning Co., has been deprived of the honor of being its first president when the officers elected under the constitution are to take office July 1. In the constitution it is provided that presidents are to be selected in order of seniority in the schools of the Institute; and the Technical School, of which Mr. Barlow is an alumnus, is fourth in order, so that under no circumstances can he assume office until July 1, 1931, despite the fact that he is as the organizer of the Federation the most logical candidate for the position.

In the *Pratt Tech News*, the graduate publication, the peculiar situation is treated in an editorial in which Mr. Barlow is compared with Elias Bodinot, president of the thirteen Colonies of America under the Articles of Confederation—George Washington being the first president of the United States of America under the Constitution.

* * *

A company formed to manufacture and deal in perfume, soaps and toilet requisites has been registered in London under the title of "Kitmir Ltd." and one of the directors is the Grand Duchess Marie of Russia.

The Duchess is a daughter of the Grand Duke Paul and a cousin of the late Tsar. Her husband was killed in the revolution, but she escaped to England and supported herself by conducting a dressmaking business. She has also had a studio in Paris where Russian refugees have been taught to make embroidery.

* * *

Sweethearts and Soap Prime Requisites

Sweethearts, soap, cooking pots and books of God, in the order named would be the first requirements of some 800 men and women students of the University of California if they were shipwrecked on an island.

Prof. Frederick Woellner of the university, who spoke recently before a convention of club women in Hollywood, said he had asked the 800 students the following question:

"If you were cast on an uninhabited but inhabitable island, what person would you choose to take with you, what toilet article, what kitchen utensil and what book?"

Professor Woellner said all single persons chose sweethearts, but that none of the married ones chose their husbands or wives. Six hundred chose soap as the toilet article and most of them voted for a pot to cook with. God and philosophical generalization ranked first as the subjects of preferred books.

* * *

At the recent Ideal Home Exhibition in London a large number of firms manufacturing perfumes and toilet preparations had displays. Eugene, Ltd., presented several new products for use in treatment of the hair. One of the most attractive displays was that of Coty (England), Ltd. Erasmic Soap Co., Ltd., and Gladys Cooper Beauty Preparations, Ltd., were also represented. A large display of Koly nos products was also shown by Koly nos Incorporated. Other firms having displays were Mrs. Pomeroy, Ltd.; Vinolia Co., Ltd.; Potter & Moore; A. & F. Pears, Ltd.; Phyllis Earle, Ltd.; Tokalon, Ltd.; Oatine Co.; Cussons Sons & Co., Ltd.; Allwood Bros.; Baldwin Pinney; "Camiltone" Beauty Salons; Central Garden Supplies; J. C. & J. Field, Ltd.; Jno. Freeman; Parfumerie Nilde (of Paris); Silk's Toilet Co., and Wright, Layman & Umney, Ltd.

A Little Girl's Prayer

Dear Lord, please help my soul to go
Forever in Thy care—
If that's too hard, don't bother, though,
Just give me curly hair.

My heart, dear Father, may it grow
In goodness and in grace—
If that's too hard, don't bother, though,
Give me a pretty face.

My little mind, oh, may it know
Only pure thoughts and sweet—
If that's too hard, don't bother, though,
Just give me stylish feet.

And some day, God, please send a beau
Black-eyed and spick-and-span—
If that's too hard, don't bother, though,
Just send the flowers and candy.

And, oh before I'm old and odd
I'd like a husband maybe—
If that's too hard don't bother God
Send me a little baby.

—Harriet Eager Davis in *F. P. A.'s* column in the *New York World*.

* * *

The final meeting of the season of the Drug and Chemical Section of the New York Board of Trade and Transportation was held at the rooms of the Board, 41 Park Row, New York, on May 17. Reports of the various committees and of the officers were given and several matters which have been pending were closed for the year. The Section has adjourned for the Summer and meetings will be resumed in September.

* * *

A change has been announced in the plans for the next convention of the National Beauty and Barbers' Supply Dealers' Association. It was originally announced that the meeting would be held at West Baden Springs, but this has been changed. The convention will be held at the Stevens Hotel, Chicago, Ill., and the dates have been fixed for October 1-5, inclusive.

* * *

H. L. Bellefontaine, head of the firm of Parfumerie Bellefontaine, Ltee., Montreal, who has just gone to Europe for a brief business trip, is a typical "never-say-die" French-Canadian of the best type. Starting in business about twenty years ago, with a capital of \$600, Mr. Bellefontaine tells how he struggled against every kind of adversity for the first five or six years. It was all he could do to keep the engine turning over, so to speak. Then suddenly business began to brighten, his special lines began to be asked for and from then on, the business has never ceased to grow and extend.

A couple of months ago Mr. Bellefontaine bought out the business of J. Jutras, and added the latter's trade marks, "Faites moi Rever," "Boule de Neige," etc., to his own. Mr. Bellefontaine is adding an extension to his plant at present, of which we hope to publish a photograph in the near future.

* * *

Pierre Lemoine, Inc., is now located in its new office and laboratories in the Graphic Arts Building, 200 Varick street, New York. New telephone number is WALKer 9840.

Chicago Trade Notes

The spacious banquet hall of the new Midland Club was this year the scene of the Chicago Perfumery, Soap and Extract Association's Annual Spring Dinner Dance. It was held on the evening of April 18 and those who attended, numbering something over a hundred, experienced a gay and enjoyable evening. The Entertainment Committee, consisting of C. A. Seguin, of C. A. Seguin Co., chairman, Donald M. Clark, of Franco-American Hygienic Co., A. J. Dedrick, of Edward T. Beiser Co., Roy Downs, of Illinois Glass Co. and S. J. Davies of Tin Decorating Co., of Baltimore, provided a meal of well attested excellence and an orchestra which drew the couples repeatedly to a continuously crowded dance floor. The festivities began at 7:30 and judging from the spirit displayed might well have lasted beyond sunrise were it not for the prosaic demands of the human constitution for slumber.

G. M. Van Kirk who, with his associates, represents Hazel Atlas Glass Co., filled the largest table with a party of twenty-six, and contributed in generous measure to the success of the evening. Roy Downs, of the Illinois Glass Co., brought a party of nine which was much, and agreeably, in evidence. C. A. Seguin managed the double task of attending to his own party of six as well as caring diligently for the comforts and requirements of the party as a whole, for upon him devolved the task of supervising the entire affair. That he discharged it with the utmost efficiency was proved by the bandage he wore on his right hand the following day, which was due not to an itching palm, or any such common ailment, but to the energetic congratulations of the many who complimented him on his ability as a host.

Others who were present were the brothers Dedrick, F. S. and A. J., of James S. Kirk & Co., and Edward T. Beiser Co., respectively, at whose table for four the writer was privileged to sit for a time, with the result that his compliments, here offered, are authoritative; H. D. Crooks, of John Blocki, Inc., with a pleasant group of three; J. De Lorme, of Riviera Products Co. and Wm. H. Schutte, who, with their party of four, occupied a much visited table; Wm. H. Muttera, president of the association, whose party of six returned many greetings; and D. M. Clark, of Franco-American Hygienic Co., whose lively party of six was joined for the evening by A. G. Schneider, of Victor Chemical Works.

And not at all lost in the crowd were S. W. Boehmer, of Walter H. Jelly & Co., who seemed to be many places at once; H. Bartold, of George Lueders & Co., with a genial party of six; H. Schwennecke, of Eureka Paper Box Co.; W. L. Filmer, of Monsanto Chemical Works; E. A. Cassidy, of Owens Bottle Co.; H. C. Bartold and Otto Cohen, of Norda Essential Oil & Chemical Co.; A. Srebren, of A. Srebren & Co.; L. A. Solo, of Primrose Laboratories, Inc., and George Woods, of Frank Z. Woods, who, with W. E. Grassie, of A. L. van Ameringen, contributed to the general gaiety with another party of six.

Of course it is scarcely fair not to mention the ladies at greater length, but they were there both in numbers and attractiveness to such an extent that an attempt at further description would prove only the frailty of words. It is sufficient to say that the expectancy of all who were present is now concentrated on the annual banquet to be held in the Autumn.

One of the biggest retail mergers in Chicago's business history, involving the purchase of the seven Buck & Rayner drug stores by Drug, Inc., owners of the Liggett chain of nearly 500 drug stores, has been completed, involving approximately \$2,548,000. Acquisition of the Buck & Rayner stores marks the entry of Liggett into the Chicago territory and is to be followed, it is said, by the acquisition of at least a score of additional Chicago stores within a short time.

The purchase of the Chicago stores was disclosed by Drug, Inc., in connection with an application to the New York stock exchange to list 28,000 additional shares of its capital stock. The new shares are to be issued to buy the 8,000 shares of capital stock of the B. & R. Drug Stores, Inc., constituting the total amount of that company's stock.

* * *

A. C. Drury & Co., Chicago, was recently incorporated with a capital stock of \$500,000 preferred and \$200,000



A. C. DRURY

common. Mr. Drury has been elected president and treasurer, G. H. Suddard vice-president and H. Drury secretary. This step is in line with the progressive policy of the company, and will involve no change in its management.

A. C. Drury & Co. are agents for Lockwood Brackett Co., Boston and New York; Wangler-Budd Co., New York; Schliemann Companies, Inc., Hamburg and New York; Sierra Talc Co., Los Angeles; Hammill & Gillespie, Inc., New York, and E. A. & W. E. Child, East Hampton, Conn.

* * *

Early last month there took place at the Hamilton Club an informal but unique gathering of the ten enterprising men who were the founders and organizers of the Chicago Perfumery, Soap and Extract Association. Their names, which are not soon to be forgotten, are: John Blocki, Harry Bartold, W. W. Baldwin, John Hart, J. B. Day, John Neumann, E. A. Weber, Harry Baldwin, Wm. Mannhardt, and Wm. J. Kelley. It was discovered that they all happened to be available upon a particular day and hour, and so they met to partake not only of luncheon, but also of memories to which theirs is the special right, but in which, happily, it is now the privilege of many to share.

* * *

H. C. Bartold and Otto J. Cohen have lately opened a Chicago office, at 500 North Dearborn Street, for Norda Essential Oil & Chemical Co., whose New York headquarters are at 121 East 24th street. These two energetic young men promise to stir things up in the midwest territory. A number of important items in the Norda line will hereafter be supplied from a representative and well-selected Chicago stock.

* * *

P. W. Shannon, of Harriet Hubbard Ayer, Inc., recently changed his address to 5349 North Paulina street; telephone Sunnyside 2945.

The Annual Spring Bowling Tournament of the Chicago Perfumery, Soap and Extract Association was held at the Elks' Club on the evening of April 11. The Bowling Committee, consisting of H. D. Crooks, chairman, A. C. Drury and F. S. Dedrick aided by Ted Hartman, who presides efficiently in the matter of handicaps, arranged the event so that it proceeded with smoothness and dispatch. The occasional misconduct of bowling balls which rolled into the gutter can thus be attributed not to any confusion permitted by the sponsors, but solely to inherited or acquired nervousness on the part of the players, or perhaps to late hours or unperfected technique. In other words, there was little doubt that the best men won, although one makes exception, of course, for those who had not played regularly enough, on the official weekly evenings, to be accorded handicaps.

Twenty-one members participated, of whom ten received prizes. Their ranking, scores and handicaps are as follows:

First: H. H. Slothower, of John Blocki, Inc. Score: 499, Handicap: 90. Total: 589.

Second: A. M. Burgh, of C. W. Beggs Sons & Co. Score: 527. Handicap: 33. Total: 560.

Third: J. Stocks, of the Franco-American Hygienic Co. Score: 543. Handicap: 12. Total: 555.

Fourth: Paul H. Pettit, of the Lady Grey Co. Score: 510. Handicap: 24. Total: 534.

Fifth: W. C. Eifrig, of the Owens Bottle Co. Score: 533. Scratch. Total: 533.

Sixth: A. C. Drury, of A. C. Drury & Co. Score: 523. Scratch. Total: 523.

Seventh: R. A. Morris, of Orbis Products Trading Co., Inc. Score: 513. Handicap: 9. Total: 522.

Eighth: Lester McNerney, of Pfaltz & Bauer, Inc. Score: 488. Handicap: 30. Total: 518.

Ninth: Martin B. Vance, of Givaudan-Delawanna, Inc. Score: 487. Handicap: 24. Total: 511.

Tenth: J. H. Susanke, of the Dodge & Olcott Co. Score: 420. Handicap: 60. Total: 480.

It will be seen from this that Mr. Stocks gave the best performance, without considering handicaps, with Messrs. Eifrig, Burgh and Drury, all veteran prize winners, running him a close second, third and fourth. We are happy to report that there is no need in this instance to cause anyone to blush by mentioning the holder of the lowest score (we hope Mr. DeLorme will be grateful) inasmuch as there were several mere spectators who turned in no report at all, except that of their enjoyment of the proceedings.

Certain of the players furnished interesting sidelights to the occasion. Arthur Fortune, of Morana, Inc., as usual, brought his own specially constructed ball which was later examined carefully for gatherings of moss, since he failed, without any particular lapse in form, to arouse the same degree of worry in his opponents as he has in the past. Mr. Fortune's arrival is always awaited with interest, for it has been said that he sometimes gives his opponents a chance by operating with a loaded football. Mr. DeLorme, of Rivera Products Co., threatened at one point, in momentary exasperation, to throw all the balls out the window and insure greater success by taking advantage of his particular type of physique and rolling himself down the alleys. Lester McNerney, of Pfaltz & Bauer, Inc., had his own little group of admirers who enjoyed his exhibitions of shadow boxing and setting up exercises before each turn at the pins. And it is said that the secretary, who appeared to report the affair without understanding the game nor the

facilities provided for watching it, climbed into one of the spectators' chairs and proceeded, in the first pitch of excitement, to mistake several of the players for bootblacks. His final impression, however, was that of a well spent evening among genial company.

* * *

Seventy-three members attended the first luncheon of the Chicago Drug and Chemical Association on April 26 at the new Medical and Dental Arts Club grill. This was the first meeting and luncheon presided over by the new president, B. F. Zimmer, and the members were on hand to give him a real welcome. Dr. Karl P. Schmidt of the Field Museum told all about snakes, both real and imaginary and as the secretary, W. B. Erb, says, they learned a lot about them, both real and the story kind. Plans are underway to give the members plenty to do in the way of golf and other amusements and Walter Jelly, chairman of the golf committee, is lining up a fine program for the summer months.

* * *

The Container Corporation of America will build a million dollar addition to its plant in Ogden avenue near Elston. The addition will be completed within the year and will add greatly to the facilities of the Ogden avenue factory. This addition, with the new factory at Philadelphia, will give the company increased facilities for its increasing business. J. P. Brunt is vice-president in charge of sales of the organization.

Mr. Brunt and Mr. Jessop of the Chicago headquarters of the corporation have returned from a four weeks' vacation to the Bahama Islands and Florida and report a fine journey and a most interesting vacation.

* * *

The Arabian Laboratories located at 231 West Erie street are moving to larger quarters at 217 West Huron street where they will have ample room to take care of expanding business.

S. F. Gillies, of the St. Louis offices of John T. Milliken & Co., has been transferred to the North Chicago offices of the Abbott Laboratories, which recently took the company over.

* * *

The Western Co., of Chicago, has started a sales campaign to the drug trade throughout the country under the banner of Planned Selling. Meetings are being held in various cities to start the campaign.

* * *

C. A. Seguin has moved the offices and laboratory of C. A. Seguin Co. from the ninth to the twelfth floor of the Boyce Building, 500 North Dearborn street, where more conveniently arranged space was available.

* * *

Howard Holman, of Holman Soap Co., who recently underwent an operation for appendicitis at Chicago Memorial Hospital, is now recovering nicely.

* * *

A. Srebnren has now established the office of A. Srebnren & Co. at 247 East Illinois street.

* * *

The Remeco Co., 1207 West 74th street, has changed the name of the company to the Remeco Laboratories.

* * *

The trade is extending congratulations to Miss Evelyn Cone, secretary to J. W. Ranson, vice-president of the Abbott Laboratories, on her coming marriage to David A. Cunningham.

Pacific Coast Notes

Excavation work has been started for the Hamilton's Department store's new building at Seventh and C streets, San Diego. The new store will be modern in every detail.

* * *

To secure larger quarters, La Finné has moved from 1007 South Figueroa street, to 4520 South Western avenue, Los Angeles. This company, formerly known as the Toncomb Co., manufactures cosmetics and perfumes. Additional machinery has been installed, and the company now has one of the best equipped small laboratories in Southern California. The company has been in business only two years, but is already well established and making rapid progress.

* * *

A novel drug store feature is the perfume salon in the store of Lew Goldberg at 2627 Wilshire boulevard, Los Angeles. Mr. Goldberg, whose store is known as the Arcadia Pharmacy, has spared nothing in making it one of the finest in Los Angeles.

* * *

Evidencing the progressiveness and growth of Bullock's department store, is the establishment of a branch store in the Hollywood district, at Wilshire boulevard and Westmoreland avenue, Los Angeles. This announcement comes immediately following the breaking of ground for the new ten-story building addition to the down-town store. The Hollywood structure will have a frontage of 150 feet on Wilshire boulevard and 220 feet on Westmoreland avenue.

* * *

To accommodate the increasing trade of the Georgia O. George Laboratories of Los Angeles, the factory and offices have been moved to 675 South Clarence street. Heretofore the offices occupied quarters separate from the factory, but as a matter of efficiency it was deemed advisable to bring the two under one roof. A carload of the Hair-A-Gain products was shipped to Chicago as a result of the concentrated radio campaign conducted there by Mrs. Georgia O. George. Allen Roloff, president of the company, is now in Chicago directing the campaign.

* * *

The Hugh A. Marti department store, Long Beach, has bought the lease of the building adjoining, occupied by the Clark Drug Co., preparatory to a large building program to be inaugurated at once on the entire site covered by the drug and department stores.

BOOK REVIEWS

(Copies of Books Reviewed in this Column, and Other Works Useful to Our Readers may be Obtained through the Book Department of THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW, 81 Fulton street, New York.)

A Government Report on Oils

METHODS OF EXTRACTING VOLATILE OILS FROM PLANT MATERIAL AND THE PRODUCTION OF SUCH OILS IN THE UNITED STATES, by Arthur F. Sievers, 36 Pages, Illustrated, Published as Technical Bulletin No. 16 by the U. S. Department of Agriculture, Washington, D. C., 1928. Price, 10 cents.

Supplementing the brief review of this publication in our April issue, it may be said that Mr. Sievers and the Department have done excellent work in its preparation and have produced a *Bulletin* which should be interesting and

valuable alike to the producer and the consumer of essential oils.

The first part of the booklet deals with methods of extraction and covers most of the principal methods, illustrating them with the diagrams of machinery and apparatus. Among the methods thus fully described and illustrated are extraction by means of volatile solvents, extraction with warm liquid fats, with cold solid fats, by expression, both hand and machine and by steam distillation, which is completely described in a special section outlining the character of the stills to be used, the construction and layout of the plant and numerous other points.

Operation of the stills is also taken up and described at length in a special section, including the preparation of the material, disposal of spent material, and care and handling of the oil subsequent to distillation.

The section devoted to the commercial production of oils in the United States is very complete. Opening with a short section on turpentine, it continues with a dissertation on sassafras which describes the type of stills in use and the handling of the crop together with the yield of the oil and the time required to complete the process. Wintergreen, sweet birch, erigeron, eucalyptus, pennyroyal and witch hazel are discussed in short sections under the same heading, "Extraction of Oils from Wild Plants."

Under the heading of cultivated plants, a complete description of work on peppermint together with estimates of average crops and yields is given. Spearmint and wormseed are similarly treated while Japanese peppermint (*Mentha arvensis*), wormwood, tansy and dill are given shorter sections.

By-product oils are treated at some length, recent developments in citrus oils being well covered, while apricot and bitter almond oils, cedarwood and hop oils are also touched upon and their special problems considered.

The work closes with a discussion of some of the numerous problems to be faced by the individual or firm which enters this highly specialized field.

NEW PUBLICATIONS, PRICE LISTS, ETC.

AMERICAN METAL CAP CO., Brooklyn, N. Y., advises that an energetic container user in California has adopted a new idea in using an attractive porcelain container Amersealed for his orange marmalade and other orange products. It is an attractive porcelain jar of the size, shape, color and reproduction of a large orange. The completed package is wrapped with orange colored glassine paper, giving the appearance of an orange.

* * *

TH. MÜHLETHALER & Co., Nyon, Switzerland, has issued an attractive April-May price list showing numerous chemicals and specialties manufactured by the company, together with a list of essential oils. Prices are listed in francs per kilogram, and are designated very conveniently with plus and minus signs showing advances and declines since the last edition of this catalogue.

* * *

ROSSVILLE ALCOHOL TALKS, Booklet No. 41, April, 1928, issued by the Rossville Co., of Lawrenceburg, Ind., deals with the use of "Alcohol in the Manufacture of Cosmetics." The subject is handled at length in interesting style. Copies are available to persons interested on application to the company.

IN MEMORIAM FOR DEPARTED FRIENDS

ANRAKU, A., Hoshi Pharmaceutical Co., Tokyo, Japan, May, 1926.

ARMANT, DR. EDMUND S., perfumer and linguist, Binghamton, N. Y., May, 1915.

BAUER, GUSTAV T., vice-president and treasurer of Bauer & Black, Chicago, May, 1927.

FITZPATRICK, JOHN A., president of Fitzpatrick Bros., Inc., soap manufacturers, Chicago, Ill., May, 1922.

GALLET, CHARLES EDMOND, head of the perfumery house of Roger & Gallet, Paris, May, 1917.

GOODRICH, JOEL E., president of the Goodrich Drug Co., Omaha, Nebraska, May, 1924.

HIGGINS, THOMAS C., soaps, Brooklyn, N. Y., May, 1909.

JONES, FRANK S., founder and for many years president of the Jones Brothers Tea Co., Brooklyn, May, 1927.

KIMBALL, HERMON N., president Kimball Bros. & Co., Enosburg Falls, Vt., May, 1926.

KIRCHBERG, JOHN C., retired soap manufacturer of New Orleans, May, 1927.

LOWREY, WM. M., vice-president of the Carr-Lowrey Glass Co., Baltimore and New York, May, 1915.

LYON, WHITNEY, head of tooth powder manufacturing firm of I. W. Lyon & Sons, New York, May, 1919.

MORSE, JAMES F., senior partner of James F. Morse & Co., soap manufacturers, Boston, Mass., May, 1925.

PROCTER, HARLEY THOMAS, retired member of Procter & Gamble Co., Cincinnati, May, 1920.

RUECKERT, FRED E., vice-president White Metal Manufacturing Co., Hoboken, May, 1920.

RYAN, HOADLEY, secretary and treasurer of the Ryan Soap Co., Cincinnati, Ohio, May, 1919.

SCHWARZ, LEOPOLD, founder and proprietor of Polak & Schwarz, Zaandam, Holland, May, 1920.

UNGERER, MRS. LYDIA A., widow of the late W. P. Ungerer and mother of W. G. Ungerer and F. H. Ungerer, respectively president and vice-president of Ungerer & Co., New York, May, 1923.

WEST, SYLVESTER S., Abner Royce Co., Cleveland, Ohio, former vice-president American Manufacturers of Toilet Articles and active in the Flavoring Extract Manufacturers' Association, Cleveland, May, 1919.

WOOD, ALVAH ULYSSES, perfumer, Detroit, May, 1906.

Dr. Edgar Fahs Smith

Dr. Edgar Fahs Smith, former provost of the University of Pennsylvania and one of the best known of American chemists, died at the University Hospital in Philadelphia, May 3. Had he lived until May 23 he would have been 73 years old.

Dr. Smith was born in York, Pa., and secured his early education at the York County Academy. He entered Pennsylvania College, Gettysburg, and was graduated there in 1874. He continued his chemical studies in the University of Goettingen, Germany, returning to the United States in 1876 as an instructor in the University of Pennsylvania. He was made professor of analytical chemistry in the University in 1888. Four years later he became head of the chemical department and in 1898 was made vice-provost. He was made provost in 1911 and held the post until 1920 when he resigned and was appointed emeritus professor of chemistry.

Dr. Smith also was a member of the National Academy of Sciences, President of the American Philosophical

Society from 1902 to 1906, president of the American Chemical Society in 1898, 1921 and 1922; vice-president of the American Association for the Advancement of Science in 1898; member of the Society of the Chemical Industry, and of the Philadelphia School of Pharmacy and Science; an honorary member of the American Electrochemical Society, the Société de Chimie Industrielle in France, and the Chemical, Mining and Metallurgy Society of South Africa, and a member of the University and Union League Clubs in Philadelphia and the Chemists' Club in New York City.

In 1914 Dr. Smith received the Elliott Cresson Medal awarded by the Franklin Institute and in 1922 he was the recipient of the Chandler Medal awarded by Columbia University. He was made an officer of the Legion of Honor by France in 1923 and in 1926 he received the Priestley Medal from the American Chemical Society.

Charles R. Meehan

Charles R. Meehan, president of Arthur A. Stilwell & Co., of New York City, died suddenly on May 8 at his summer home in Belmar, N. J. He had gone there to put the place in shape for the summer and to recuperate from a nervous attack. The blowing out of a gas stove burner while he slept caused asphyxiation. Everything pointed to the view that death was accidental.

Mr. Meehan was born in New York City, January 21, 1862, and joined the firm as an office boy fifty years ago. He was a brother-in-law of the founder of the firm, which first started business at 103 William street. This was before the Brooklyn Bridge was constructed and when horse cars in Fulton street connected with the old Fulton Ferry to Brooklyn.

His wife, Mrs. Florence B. Meehan, died some years ago. There were no children. Since her death he had been a resident member of the Newark Athletic Club, having been much interested in athletics, especially swimming. He is survived by a brother, Thomas Meehan, and three sisters, Mrs. K. M. Stilwell, Mrs. Harold Redding and Mrs. William Monroe, all of New York City.

Julius Kolbe

Julius Kolbe, superintendent of the R. H. Simon Soap Co., Union City, N. J., died suddenly on April 28 at the age of 50. Mr. Kolbe had left his home in Bergenfield, N. J., on the way to his place of business. He suffered a heart attack in the train and died just as it arrived at the West Shore Terminal in Weehawken.

William H. Callanan

William H. Callanan, president of the O. K. Bottling Co., died May 9, at his residence, 313 West 92d street, New York, at the age of 67. Funeral services will be held Saturday morning in the Church of St. Gregory in West Ninetieth Street. Interment will be in Calvary Cemetery.

Achille Schwob

Achille Schwob, father of S. Schwob, proprietor of *Revue des Marques*, Paris, died in that city on April 28 in his eighty-fifth year. Burial was at Montparnasse Cemetery, April 30. We extend our sympathy to Mr. Schwob and his family in their bereavement.

NEW INCORPORATIONS

NOTE.—Addresses are given, so far as they are available, of the incorporators. Otherwise, letters or other first class mail may be sent in care of attorneys or trust companies, endorsed with requests to "PLEASE FORWARD."

Coast Manufacturing Co., Manhattan Borough, New York City, make toilet preparations, \$5,000. Solon B. Lilienstein, 1501 Broadway, New York, N. Y.

Hunter Chemical & Soap Co., Toledo, Ohio, \$50,000, has been incorporated by Wesley J. Benton, Thomas S. Edgington and William C. Edgington.

Commerce Barbers, Inc., Newark, N. J., \$100,000. Peter A. Sena, Newark, N. J.

Latherite Co., Wilmington, Del., drugs and toilet preparations, 1,000 shares common stock, has been incorporated in Delaware through the Corporation Trust Co. of America, Wilmington, Del.

Washington Soap Products, Inc., Newark, N. J., \$100,000. Bernard W. Schnur, Newark, N. J.

Nezon Co., Manhattan Borough, New York City, toilet preparations, 2,000 shares of common stock. H. R. Kaus, 1440 Broadway, New York, N. Y.

Lupe, Manhattan Borough, New York City, cosmetics, 200 shares of common stock. Hays, Podell & Shulman, 1140 Broadway, New York, N. Y.

Wolse Facial Rejuvenation Institute, Manhattan Borough, New York City, beauty parlor, \$25,000 preferred and 1,000 shares of common stock. Robert H. Law, Jr., 331 Madison avenue, New York, N. Y.

United Cosmetics Co., New York, creams, lotions, powders and soaps, \$3,000,000, 1,000,000 no par stock. United States Corporation Co., Dover, Del.

Kenmer Laboratories, Inc., New York, soaps, \$100,000. Howard E. Lynch, Dover, Delaware.

Hellmann Products Co., Inc., Dover, Del., beverages, foods and food products, \$25,000. United States Corporation Co., Dover, Delaware.

Hamilton Beverage Corporation, Queens Borough, New York City, \$10,000. F. S. Dunn, 250 West 57th street, New York.

Morgan Food Products, Buffalo, N. Y., \$300,000 preferred, 12,000 shares of common stock. Keant, Means & Benzinger, Buffalo, N. Y.

Armstrong Chemical Co., East Syracuse, N. Y., oils and pharmaceuticals, 10,500 shares of common stock. M. R. Jeffert, Syracuse, N. Y.

National Vermin Exterminating Co., Passaic, N. J., \$12,000. Floyd Moreland, Passaic, N. J.

Steen's Beauty Shop, 2,165 Broadway, Manhattan Borough, New York, N. Y., \$5,000.

Eldorado Hosiery and Perfume Shops, Manhattan Borough, New York City, \$15,000. Schneider & Herdes, 128 West 66th street, New York, N. Y.

Hair and Scalp Institute, Philadelphia, cosmetics, \$5,000. Corporation Guarantee & Trust Co., Wilmington, Del.

Sauzé Frères Perfumes, Dover, Del., perfumes, soaps and beauty products, \$2,000, has been incorporated through the United States Corporation Co., Dover, Del.

Guier Purity Products Co., New Orleans, La., perfume, toilet preparations, drugs, \$200,000, has been incorporated in Delaware by the U. S. Corp. Co., Dover, Del.

Adjust-So. Co., Brooklyn, N. Y., toilet articles, \$100,000. Singer & Sparrow, 619 Penn avenue, Brooklyn, N. Y.

Frederick Permanent Waving Co., Manhattan Borough, New York City, hair dressing, \$5,000. J. M. Rudy, 110 East 42nd street, New York.

Charles Bock, Manhattan Borough, New York City, beauty parlor, \$20,000. S. Maurice, 165 Broadway, New York.

Pierre Permanent Wave Process, Manhattan Borough, New York City, \$10,000. Levinson & Feinsod, 11 Park place, New York, N. Y.

Goldalfa Products Corporation, Manhattan Borough, New York City, hair dressing preparations, 150 shares common stock. J. M. Herzberg, 342 Madison avenue, New York.

Thomas J. Hoffman, Tonawanda, N. Y., carbonated waters, \$15,000. C. Knoell, Tonawanda, N. Y.

Family Preserves, Bronx Borough, New York City, fruit extracts, \$20,000. C. S. Lubin, 51 Chambers street, New York.

Perfumed Products, Manhattan Borough, New York City, \$150,000 preferred and 1,000 shares of common stock. Brecher & Krulewitch, 2 Lafayette street, New York, N. Y.

Dirt Getter Soap Co., Jersey City, N. J., soap patents, 50,000 shares of no par stock, has been incorporated in Delaware through the Register and Transfer Co., Wilmington, Del.

Vera Trading Co., Newark, N. J., deal in toilet articles, 2,500 shares common. P. C. Gorneman, Newark, N. J.

Threemor Corporation, Scobeyville, N. J., manufacture soft drinks, \$50,000. John P. Lloyd, Matawan, N. J.

Mr. Teddy, Manhattan Borough, New York City, beauty parlors, \$20,000. I. C. Ornstein, 342 Madison avenue, New York, N. Y.

Elka Drug Corporation, Manhattan Borough, New York City, make toilet articles, \$20,000. E. Loebel, 299 Broadway, New York, N. Y.

Goodrink Products Co., Manhattan Borough, New York City, make flavoring extracts, \$20,000 preferred and 1,000 shares common stock. Monfried & Warner, 1440 Broadway, New York.

British Price Maintenance Association Grows

(Special Correspondence)

LONDON, May 10.—The Proprietary Articles Trade Association, which is run with the object of maintaining retail prices and profits on pre-arranged scales and all proprietary preparations stocked by drug stores, has just issued a report in which it is stated that during the last year there has been a substantial increase in its membership.

In the manufacturers' section there is now a membership of 450 companies which control 2,750 proprietary articles, on every one of which there is a guaranteed rate of profit to distributors. The organization is very keen to put a stop to price-cutting in respect of the goods upon its protected list, and in order to detect instances of it its agents make thousands of test purchases every year. When offences are discovered matters are generally put right on representations being made to the retailer concerned, although it is to be noted that last year it was necessary to put 114 traders on the "stop list" which means that in future these persons will be unable to obtain supplies.

Easy to Detect

Few there are who can pass out a counterfeit smile without being detected, is a warning in *Silent Partner*.



Montreal

MONTREAL, May 10.—W. H. Andrews, manager of the perfumery department of Lyman's Ltd., has been appointed sales manager for the company since his return from Europe.

* * *

W. G. M. Shepherd, who handles the Colgate specialties in this district, appears in the property records this month, as the vendor of a property in Westmount, Que., for \$55,000.

* * *

Gordon Lyman is returning at the end of this month from a trip to the Mediterranean, on which he has been accompanied by Mrs. Lyman.

* * *

Palmer's Limited, 100 Latour street, Montreal, is probably the oldest perfumery house in the Dominion, having been established in 1847. However, it was not until Robert Minty took over the reins of management in 1912, that the creation and production of perfumes, face creams, rouges, etc., was undertaken on a large scale.

Since 1912 this house has created some exceptionally successful lines of perfumes and toiletries, and is developing its business for Minty Products, particularly Minty's tooth paste, within the British Empire and throughout the Orient. It is also agent for some of the most noted European and American perfumers, having a most efficient sales organization throughout the Dominion.

* * *

A somewhat tardy spring opening has been responsible for slowing up country business for the Montreal perfumery and allied trades. The cold weather has lingered too long into spring, and in consequence the country trade which should be opening fairly strongly now is a little retarded. Nevertheless, no one seems to find any serious cause for complaint. The winter season has been good throughout, and there are some wholesale men who are not sorry for a little slowing up to let them get up to date with orders on hand. At this writing, comes news that floods have crumpled up the Laurentian government highway, which will have the effect of holding up business in a number of the mountain holiday resorts. But these are minor troubles. Viewed in a broad way, business all over is good and promises better.



ROBERT MINTY

Toronto

TORONTO, May 10.—Canadian trade returns just issued by the Department of National Revenue, show imports for last month totalled more than \$120,000,000 and exceeded exports by \$13,000,000. For the fiscal year, which ended on March 31, however, exports were greater than imports by \$140,000,000. The total exports for the year were \$1,226,237,000, with imports, \$1,108,821,649.

* * *

Canada's population is estimated by the Bureau of Statistics at 9,519,000, as at June 1, 1927. The actual population at the last census (1921) was 8,788,483.

* * *

Miss M. Richardson, druggist at 366 Danforth avenue, Toronto, has the only drug store in Ontario owned and "manned" entirely by women. "Although men are excluded from the staff," says Miss Richardson, "they are not excluded as customers." Sixty per cent. of the customers are men. A beauty parlor occupies the rear of the store. Toilet-ries and perfumes are specially featured.

* * *

Cairncross & Lawrence, druggists at London, Ont., won fourth prize in the recent competition of across-Canada soap windows open to all retail dealers handling soap. The clever point in the window picture was the working out of the name of the soap in ribbon streamers in the background.

* * *

In the week of April 16 to 21 an "Empire Shopping Week" was put on by retail merchants throughout the whole of the Dominion of Canada, during which time all British Empire-made goods were displayed and offered for sale. Special Empire lessons were featured in the schools.

* * *

R. O. Hurst, Kingston, Ont., discussed the drug store from a romantic angle before the Lions' Club at a recent dinner held in the King Edward Hotel, Toronto. The speaker noted in particular numerous coal tar derivatives, including some of the popular perfumes and cosmetics.

* * *

John M. Wiley, a well-known member of Fredericton's (N. B.) business community, passed away after an illness of a few days recently, aged 78. Mr. Wiley had been in the drug business in Fredericton for 50 years.

* * *

Three annual gatherings connected with the drug trade have been arranged for in Toronto four years hence—Canadian Pharmaceutical Association, 1,000 delegates; American Pharmaceutical Association, 700 delegates; National Association of Boards of Pharmacy of America, 100 members.

* * *

In the last few months, Armand, Limited, St. Thomas, Ont., has added to its line of toilet goods three new creams:

—Armand Foundation Cream; Armand Skin and Tissue Cream; and a new jar of Armand Eau de Cologne Cleansing Cream.

* * *

The National Toilet Supply Co. has been formed in Winnipeg, Man., with Fred. Buschmann as president. Mr. Buschmann recently arrived in Canada from Germany to represent Johann Maria Farina zur Madonna, maker of eau de Cologne. He has associated with him F. D. Cockburn & Co., manufacturers' agents, Winnipeg, who will act as western representatives for the new firm, and Evans & Co., Montreal, who will be Eastern Canadian agents. The new organization will also represent in Canada Chypre and Khasana perfumes and toilet preparations. Other European lines will be added from time to time.

* * *

A. J. Ketchen, buyer for the Hudson Bay Co., Winnipeg, Man., is at present in Europe. Mr. Ketchen buys for the drug and perfume departments of this big house.

* * *

Representing a number of toilet sundries lines, Cyril Lander, of Cunningham & Lander, Toronto, has returned from a nine-weeks' trip through the western provinces, during which time he called on the drug trade in Winnipeg, Regina, Saskatoon, Edmonton, Calgary, Vancouver, New Westminster and Victoria. Mr. Lander gives it as his opinion that the drug business in Western Canada is now on a solid foundation.

* * *

Geo. E. Rason, managing director of Frederick Stearns Co., Windsor, Ont., is back again on the job after a winter spent in Naples, Florida.

* * *

Drug store robberies are again in order. Four were reported during the month, at Hamilton, Montreal, Oshawa, Ont., and Calgary, Alta.

* * *

S. L. Howe, a Toronto druggist, who went west and purchased land in Vancouver in 1899 for \$13,750, sold 75 feet of it on a downtown business street the other day for \$1,000,000.

* * *

C. A. Lanspeary, head of the Lanspeary drug stores at Windsor, Ont., sailed on May 3 for Europe.

* * *

Forty students wrote for pharmaceutical certificates in Vancouver, B. C., last month.

* * *

W. G. Marshall, chain drug store proprietor of Cleveland, Ohio, has presented the town of Mount Forest, Ont., his boyhood home, with a fully-equipped hospital.

* * *

William Hawker, dean of New Brunswick pharmacy, and one of the oldest citizens of St. John, celebrated his 88th birthday last month.

* * *

A month ago M. E. Chambers became sales representative for Lehn & Fink (Canada) Ltd., at Toronto. He is a graduate of pharmacy in Ontario.

* * *

Miss Gladys Osborne, former retail druggist of Saskatoon, Sask., and now with Fred. J. Whitlow Co., Toronto, has returned from Europe and will be making a call on the drug trade throughout the Dominion during the coming months.

CANADIAN PATENTS AND TRADE-MARKS

The increasing international trade relations between the United States and Canada emphasize the importance of proper patents and trade-marks protection in both of these countries in order that the expansion of business may not be curtailed by legal difficulties.

For the information of our readers, we are maintaining a department devoted to patents and trade-marks in Canada relating to the industries represented by our publication.

This report is compiled from the official records in the Canadian Patent Office.

All inquiries relating to patents, trade-marks, designs, registrations, copyrights, etc., should be addressed to

PATENT AND TRADE-MARK DEPARTMENT,
Perfumer Publishing Co., 81 Fulton St., New York City.

TRADE-MARKS REGISTERED

"Lanaclarin" and "Lanadin," washing substances. H. Th. Bohme Aktiengesellschaft, Chemnitz, /Sa., Germany.

"Raquel" (general). Raquel, Inc., New York, N. Y.

Photograph of Philippe Destremps, pomade. Philippe Destremps, Cap De La Madeleine, Que.

"Palmole," soap. The Palmolive Co. of Canada, Ltd., Toronto, Ont.

"Beau Monde," toilet preparations and perfumes. Palmers Limited, Montreal, Que.

"R-A-C," toilet preparations of all kinds. Rodolphe Arthur Cousineau, Montreal, Que.

Representation of bust of a girl and the head of a tiger, above which appear the words: "Lucky Tiger." Hair tonic and dandruff remedy. Lucky Tiger Remedy Co., Kansas City, Mo.

PATENTS GRANTED

279,033.—Vanity box. Clarence L. Dewey, Elkhart, Ind.
279,109.—Can. The American Can Co., New York City, assignee of Karl S. Breckenridge, Chicago, Ill.

279,167.—Fatty Acid Extracting Method. La Societe Anonyme des Distilleries des Deux-Sevres, assignee of Eloi Ricard and Henri Martin Emmanuel Guinot, all of Nelle, Deux Sevres, France.

279,520.—Anti-Freeze Composition. Julius G. Collins, Denver, Colo.

279,590.—Alkyl Substitution. Albert Verley, Isle Saint-Denis, Seine, France.

Toronto Notes

C. L. Copeland, Winnipeg representative for Charles E. Frosst & Co., died after week's illness in Winnipeg Hospital early last month.

* * *

Fred. J. Whitlow, Toronto, has returned from a business trip to Germany, France, Belgium and England. While abroad Mr. Whitlow arranged to add a number of new lines to his list of goods.

* * *

Charles Canute, a Hamilton lad who pleaded guilty to shop-breaking, admitted that he entered a Hamilton drug store to take compacts and perfumes. He said he distributed them among "boy friends," stating that most young men these days considered compacts a necessity.

* * *

The annual convention this year of the Canadian Pharmaceutical Association, slated for Ottawa, will likely be held in Toronto instead, for the reason that hotel accommodations in the capital city are inadequate.

* * *

W. W. Stephens, assistant manager and buyer for the Drug Trading Co., Toronto, since its inception, has been promoted to the general management in succession to the late W. A. Hargreaves.

TRADE MARKS

"Promonta" 229,148	 240,001	Pyorrhea Paste (DUNLOP) M 240,918	LOCK'S 242,901	 243,498	Schneider Sisters  243,889	Lemoco 245,124
ITZ 250,634	 251,589	D'ORSAY M 241,433	MON PARFUM 243,131	VAL-RIE 253,883	 251,590	 256,477
 251,588	RED CARNATION 251,589	 253,317	AMER SOL 244,383	 253,540	 261,856	 258,529
OZO 254,575	Mi-Tee-Fine  257,349	FINGER-ZET 259,503	 253,906	BICHON-POUDRES 257,530	"RUGO" 261,557	 259,203
FRANKLIN 260,280	 260,820	Roxy 259,678	 253,907	PUMP 258,462	<i>Marie Earle</i> 261,971	 261,728
 261,781	 261,198	 254,180	SORICIN 256,002	MARGUERITE CARRÉ 256,444	 261,558	 261,618
ASTRINGO 261,457	 261,756	Jaciél 261,510	PIVETON 259,588	TANDEM 258,070	 262,051	 261,694
Jaciél 261,511	La Mystere 262,111	 262,235	CARPENTER'S OX MARROW POMADE 260,247	TOP-NOTCH 258,918	ODONTINE 261,781	 262,034
BULKOETS 261,788	HOLLYWOOD GLO 263,426	 262,365	 262,189	NOV-O-GLO 262,354		
 261,930		LISTERINE 263,020	(Anthosoras) 262,563			

OUR PATENT AND TRADE-MARK BUREAU

This department is conducted under the general supervision of Howard S. Neiman, consulting editor on patents and trade-marks. This report of patents, trade-marks, designs is compiled from the official records of the Patent Office in Washington, D. C. We include everything relating to the four co-ordinate branches of the essential oil industry, viz: Perfumes, Soaps, Flavoring Extracts and Toilet Preparations.

Of the trade-marks listed, those whose numbers are preceded by the letter "M" have been granted registrations under the Act of March 19, 1920. The remainder are those applied for under Act of February 20, 1905, and which have been passed to publication.

Inventions patented are designated by the letter "D."

All inquiries relating to patents, trade-marks, designs, registrations, copyrights, etc., should be addressed to

PATENT AND TRADE-MARK DEPARTMENT

Perfumer Publishing Co., 81 Fulton St., New York City.

Note—Dates given in Trade-Mark Registrations are those from which use of the mark is claimed.

TRADE-MARK REGISTRATIONS APPLIED FOR
(Act of Feb. 20, 1905)

These Registrations are not Subject to Opposition

229,148.—Chemische Fabrik "Promonta" Gesellschaft Mit Beschränkter Haftung, Hamburg, Germany. (Oct. 1919.)—Perfumery and toilet preparations.

240,001.—Pinaud Inc., New York, N. Y. (10-year proviso, 1886.)—Soaps.

242,901.—The John H. Lock Co., Inc., New York, N. Y. (Jan. 10, 1927.)—Food-flavoring extracts.

243,131.—Bourjois, Inc., New York, N. Y. (1914.)—Perfume, toilet water, face powder, bath powder, talcum powder, toilet cream, and brilliantine.

243,490.—B. Heller & Co., Chicago, Ill. (June 15, 1926.)—Food flavoring extracts.

243,889.—Schneider Sisters Co., Chicago, Ill. (1892.)—Face cream, massage cream, vanishing cream, complexion powder, hair stain, cream lotion, and hair tonic.

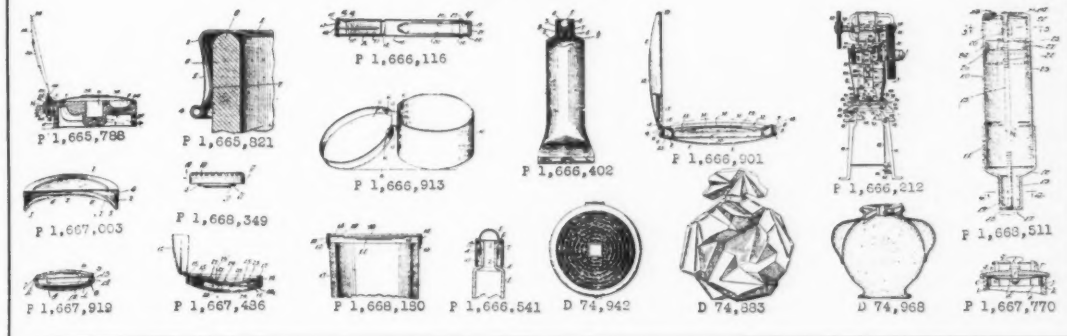
244,383.—American Solvents & Chemical Corporation, New York, N. Y. (Sept. 1, 1926.)—Alcoholic liquors—namely, ethyl alcohol, pure commercial ethyl alcohol, and anhydrous ethyl alcohol.

245,124.—West Coast Soap Co., Oakland, Calif. (Nov. 1, 1924.)—Soap.

250,233.—Christy Dounstides, Burlington, Vt. (May 1, 1927.)—Hair tonic.

- 250,634.—Peerless Soap Co., Inc., Camden, N. J. (May 2, 1927.)—Cleanser and grease solvent for dishwashing, clothes washing and house cleaning.
- 251,588, 251,589, 251,590.—Helena J. Titus, doing business as Madame Helena Rubenstein, New York, N. Y. (Dec. 1, 1925.)—Rouges and lip sticks.
- 253,317.—D'Orsay Perfumeries Corporation, New York, N. Y. (1915.)—Perfumes and toilet preparations.
- 253,883.—Ida May Folsom, doing business as Mrs. George W. Folsom, McAllen, Tex. (June 14, 1924.)—Preparation for the complexion.
- 253,906, 253,907.—The Palmolive-Peet Co., Chicago, Ill. (Jan. 1900.)—Saponaceous shaving cream.
- 254,150.—Queen City Soap Co., Allentown, Pa. (May 1, 1927.)—Hand-washing powder.
- 255,540.—Edward E. Spitz, Boston, Mass. (Apr. 15, 1927.)—Face lotions, cold cream, massage cream, vanishing cream, toilet powder, dusting powder, face powder, etc.
- 256,002.—The Wm. S. Merrell Co., Cincinnati, Ohio. (Sept. 24, 1927.)—Detoxifying agent for oral prophylaxis, for treatment of infections of the mouth, for use as a dentifrice, and for other application to the human body.
- 256,444.—Bourjois Inc., New York, N. Y. (Jan. 20, 1910.)—Soap.
- 256,477.—Morton G. Neumann, doing business as Valmor Chemical Laboratories, Chicago, Ill. (May 2, 1927.)—Hair Pomade.
- 257,530.—Ernest Daltroff, doing business as Parfumerie Caron, Paris, France. (Feb. 1922.)—Pastes and powders for beautifying and preserving the teeth, skin, and hair, and perfumery.
- 258,070.—Coty, Inc., Wilmington, Del., and New York, N. Y. (Oct. 20, 1927.)—Perfume droppers having in combination therewith a lipstick.
- 258,462.—De Luxe Specialty Co., Jersey City, N. J. (Nov. 17, 1925.)—Toilet preparations.
- 258,529.—E. R. Mansfield Co., doing business as Adele Millar, Los Angeles, Calif. (1910.)—Toilet preparations.
- 258,575.—B. Heller & Co., Chicago, Ill. (Nov. 23, 1903.)—Washing powder and cleansing compound.
- 258,918.—Steinhardt & Co., New Orleans, La. (Apr. 15, 1927.)—Chemically treated fuller's earth, for use as a bleaching powder, for decolorizing oils, fats, and greases.
- 259,203.—Ludwig Bernau, doing business as L. Bernau & Co., New York, N. Y. (June 1, 1926.)—Soap preparations.
- 259,349.—Leo Bloom, doing business as Mi-Tee-Fine Supply Co., Brooklyn, N. Y. (June, 1925.)—Toilet preparations.
- 259,419.—Pond's Extract Co., New York, N. Y. (Oct. 15, 1927.)—Skin freshener and tonic.
- 259,503.—Reichman & Faust, New York, N. Y. (Nov. 15, 1926.)—Hair lotion.
- 259,588.—Riverside Manufacturing Co., St. Louis, Mo. (Aug. 23, 1915.)—Dry and wet cleaning soaps; dry and wet cleaning soap compounds; spot and stain removing soap compounds; liquid, soft and solid soaps.
- 259,678.—Abraham E. Glickman, doing business as Roxy Perfumer, Brooklyn, N. Y. (June, 1926.)—Perfume, toilet waters, facial creams, lotions.
- 259,742.—Alois Merke, doing business as Ha-Su-Mar Laboratory, Chicago, Ill., assignor to Ha-Su-Mar Laboratories, Inc., Chicago, Ill., a corporation of Illinois. (Nov. 29, 1927.)—Hair lotions, hair tonics, shampoo, and dandruff preparations.
- 259,856.—Harry D. Koenig, doing business as Harry D. Koenig & Co., New York, N. Y. (Sept. 1922.)—Toilet preparations.
- 260,039.—Frank Zelinski, Merrill, Wis. (July 1, 1926.)—Salve for the treatment of the hair and scalp and dandruff preventative.
- 260,247.—J. Preston Tabb, doing business as Carpenter & Co., Louisville, Ky. (Under 10-year proviso. June, 1892.)—Preparation for treatment of the hair.
- 260,280.—H. Kohnstamm & Co., Inc., New York, N. Y. (Under 10-year proviso. 1885.)—Soap flakes.
- 260,820.—The Glessner Co., Findlay, Ohio. (Aug. 1927.)—Shaving soap in cream form.
- 260,962.—I. Rokeach & Sons, Inc., Brooklyn, N. Y. (May 4, 1922.)—Soap.
- 261,181.—J. Eavenson & Sons, Inc., Philadelphia, Pa. (Dec. 28, 1927.)—Soap.
- 261,198.—Maurice Levy, New York, N. Y. (Jan. 30, 1928.)—Powder puffs.
- 261,281.—Parfumerie St. Denis, New York, N. Y. (Jan. 13, 1928.)—Toilet preparations.
- 261,457.—Mary E. Rowden, doing business as Belcano Co., Cleveland Heights, Ohio. (July, 1922.)—Cosmetics for the skin in the form of a liquid or lotion.
- 261,510.—Jaciell Perfumers, Inc., New York, N. Y. (Dec. 2, 1927.)—Toilet and bath soap, shaving cream.
- 261,511.—Jaciell Perfumers, Inc., New York, N. Y. (April 6, 1927.)—Toilet preparations.
- 261,557.—The Davies Young Soap Co., Dayton, Ohio. (Jan. 13, 1928.)—Carpet and rug soap.
- 261,558.—Irvin F. Dillon, doing business as Dillon Chemical Co., Somerset, Pa. (Jan. 1928.)—Cleaning compound for use in the toilet and bath.
- 261,618.—Monroe A. Fer-Don, doing business as Fer-Don, Indianapolis, Ind. (August 1927.)—Antiseptic oral hygiene for the treatment of pyorrhea, Riggs' or Vincent's disease.
- 261,694.—Elizabeth Marie Broderick, doing business as Elizabeth Marie, Philadelphia, Pa. (Jan. 2, 1928.)—Toilet preparations.
- 261,728.—Lula R. York, Philadelphia, Pa. (Jan. 11, 1928.)—Preparation for growing hair.
- 261,756.—Jaciell Perfumers, Inc., New York, N. Y. (Dec. 2, 1927.)—Toilet and bath soap, shaving cream.
- 261,788.—Wm. H. Brown & Bro. Co., Baltimore, Md., and New York, N. Y. (Feb. 8, 1927.)—Perfumes.
- 261,856.—Augusta Drug Co., Inc., Augusta, Ga. (1912.)—Face cream.
- 261,929.—J. C. Penney Co., Wilmington, Del., and New York, N. Y. (Aug. 3, 1927.)—Toilet and bath soap.
- 261,930, 261,931.—Standard Laboratories, Inc., New York, N. Y. (Aug. 1921.)—Pomades for the hair.
- 261,971.—Marie Earle, Inc., New York, N. Y. (1923.)—Soap.
- 261,981.—Pan Pacific Products, Inc., Los Angeles, Calif. (Jan. 17, 1928.)—Tooth paste.
- 262,034.—The Limo Chemical Co., Decatur, Ind. (June 1927.)—Washing powder which has incidental water-softening properties.
- 262,051.—Bergdorf & Goodman Co., New York, N. Y. (Oct. 1, 1927.)—Toilet articles.
- 262,064.—Edward B. Crump, Louisville, Ky. (Jan. 1927.)—Hair restorer.
- 262,111.—The Milson Co., Cincinnati, Ohio. (Jan. 10, 1928.)—Toilet water, perfumes, face powder, talcum powder, etc.
- 262,139.—Magdalen S. Whitlock, Clarendon, Va. (Nov. 4, 1927.)—Hand cream.
- 262,235.—Marcel Franck, Inc., New York, N. Y. (July, 1927.)—Atomizers for perfume and the like.
- 262,354.—O. H. Frost, San Diego, Calif. (Feb. 1, 1927.)—Hairdressing and dandruff destroyer.
- 262,365.—Lightfoot Schultz Co., Hoboken, N. J., and New York, N. Y. (Feb. 9, 1928.)—Toilet preparations.
- 262,451.—J. E. Ellis, Ltd., Horsforth, near Leeds, England. (Jan. 2, 1928.)—Rouges, lip sticks, face creams, face powders, compact face powders, and talcum powder.
- 262,563.—Helena Rubenstein, Inc., New York, N. Y. (July, 1902.)—Face creams.
- 262,690.—L. Bamberger & Co., Newark, N. J. (Mar. 1, 1928.)—Lotions for the hair.
- 263,020.—Lambert Pharmacal Co., Wilmington, Del. (May 1, 1881.)—Medicated preparation for the treatment of the hair and scalp and the removal of dandruff.
- 263,426.—Bruno E. Reich, doing business as Willow Springs Laboratories, Spring Forest, Ill. (May 1, 1927.)—Skin lotion.

PATENTS



TRADE-MARK REGISTRATIONS GRANTED

(Act of Feb. 20, 1905)

These Registrations are not Subject to Opposition

M240,988.—The Duborel Corporation, Jersey City, N. J. (Serial No. 260,218. Mar. 1, 1926.)—Medicinal paste for use in the treatment of the gums.

M240,995.—Joseph S. Cutrona, doing business as Gold Seal Specialty Co., Buffalo, N. Y. (Serial No. 253,696, Mar. 3, 1927.)—Hairdressing and tonic.

M241,433.—D'Orsay Perfumeries Corporation, New York, N. Y. (1915.)—Soaps.

PATENTS GRANTED

1,665,788. Holder for Manicure Preparations and the Like. William Meyer, Chicago, Ill. Filed Mar. 11, 1927. Serial No. 174,508. 6 Claims. (Cl. 206—1.)

1. In combination a body having well means therein, a supporting pin, a cover for said well means having an integral tab rolled around said pin and swingable thereon and an integral tongue struck from said tab, said tongue being spaced from the edge of the tab and forming a yielding retention for releasably retaining the cover upon the pin.

1,665,821. Friction Closure Cap. Edgar Scofield, New York, N. Y., assignor to Anchor Cap and Closure Corporation, Long Island City, N. Y., a Corporation of New York. Filed May 7, 1926. Serial No. 107,404. 7 Claims. (Cl. 215—39.)

1. A closure cap having a cover portion and a skirt portion, said skirt portion having frictional engaging means provided therein, said means comprising curved members having an abrupt curvature in the lower portion and a lesser curvature in the upper portion to provide the point of contact adjacent the lower edge of the skirt of the cap.

1,666,116. Eyelash Applicator. Earl C. Bunnell, Stratford, Conn. Filed Apr. 9, 1926. Serial No. 100,937. 7 Claims. (Cl. 128—260.)

1. A device of the character described, comprising an enclosing body, a container for coloring material removably secured therein, a coloring material spreader adapted to enter said container, and an applicator for the coloring material removably fitted in said enclosing body.

1,666,212. Powder Press. William G. Kendall, Newark, N. J. Filed Dec. 4, 1925. Serial No. 73,172. 6 Claims. (Cl. 226—71.)

6. In a powder press the combination of a table having openings for the disposal of any powder that may be spilled thereon, a rotatable disc having openings for receptacles and for charges of powder for said receptacles pivoted to the upper face of said table, a charging hopper with its outlet located over said disc and in the path of the openings thereof, a scraper bearing on the upper face of the disc to scrape off powder spilled thereon, a reciprocating cross head guided

in the press, pressing dies reciprocating with the cross head to simultaneously compress powder in the receptacles and means to eject the receptacles from the openings in said disc and from the press after the powder has been compressed in the receptacles.

1,666,342. Process for the Manufacture of Thymol from Umbellulone. Elnathan K. Nelson, Takoma Park, Md., assignor to the Government and the People of the United States of America. Filed Sept. 27, 1927. Serial No. 222,396. 2 Claims. (Cl. 260—154.) (Granted under the provisions of the act of Mar. 3, 1883, 22 Stat. L., 625.)

1. The production of thymol from umbellulone by distilling California laurel oil and passing the vapors through a tube heated to 280° C. and separating the thymol formed by fractional distillation.

2. The production of thymol from umbellulone by distilling umbellulone, passing the vapors through a tube heated to 280° C. and separating thymol from the distillate by means of a solution of caustic alkali.

1,666,402. Collapsible Tube. Alexander Paul Wood, Schenectady, N. Y., assignor to two-sevenths to Venie Wood Appel, New York, N. Y. Filed Nov. 6, 1925. Serial No. 67,220. 1 Claim. (Cl. 221—60.)

A tube provided with an outlet opening, said tube being also provided with a chamber therein and with a passageway forming communication between the interior of said tube and said outlet opening, a spring in said chamber and a ball engaged by said spring and movable into or out of said chamber, said ball normally closing said outlet opening under the influence of said spring, said ball being positioned in said chamber and extending into said passageway and being thereby subject to the influence of pressure of the contents of said tube therein for moving said ball away from said outlet opening and into said chamber.

1,666,541. Perfume Bottle and Cap. Philip A. Reutter, Waterbury, Conn., assignor to Scovill Manufacturing Company, Waterbury, Conn., a Corporation of Connecticut. Filed Jan. 30, 1925. Serial No. 5,683. 6 Claims. (Cl. 215—38.)

1. A bottle or vial having a mouth and a removable and replaceable closing cap therefor, a shell inside the cap, complementary engaging lip and groove devices on the bottle and shell for permitting bodily removal and replacement of the cap and shell on the bottle, and means for securing the shell in the cap.

1,666,901. Vanity Case. Herbert D. Hough, Cranston, R. I., assignor to Wightman and Hough Company, Providence, R. I., a Corporation of Rhode Island. Filed July 29, 1925. Serial No. 46,696. 13 Claims. (Cl. 132—83.)

1. A vanity case comprising cover and base sections, a container in one of said sections, a dispensing plate located in a wall of said container, said plate having a finger engaging portion and an opening, a valve secured to the edge of said opening normally closing said opening, whereby, when said portion is engaged, it moves away from said valve and substance in said chamber is forced out through said opening.

1,666,913. Box. Samuel Rappaport, Brooklyn, N. Y. Filed June 27, 1927. Serial No. 201,581. 3 Claims. (Cl. 229-44.)

1. A box having a body provided with a flat wall, a cover for said box having a contour corresponding to the contour of said body, said cover having a wall adapted to fit over said body, and an intermediate rigid connecting strip having an intermediate portion connected to two end flanges which are bendable with respect to said intermediate portion, one of said flanges being connected to the wall of said cover and constituting a flat wall portion thereof directly adjacent the flat wall of the body, said flat portion being continuous with and in alignment with the remainder of the wall of the cover, the other of said flanges being connected to the flat wall of the body below the top thereof.

1,667,003. Screw-Cap Closure. James S. Hardiman, Long Island City, N. Y., assignor to Anchor Cap & Closure Corporation, Long Island City, N. Y. Filed Oct. 31, 1922. Serial No. 598,061. 15 Claims. (Cl. 215-43.)

1. A closure cap having a cover portion, a skirt depending from said cover portion, the metal at the lower edge of said skirt being inturred and forming a hollow part adjacent the lower edge of said skirt, and a thread groove across said hollow portion to form a screw thread lug therein.

1,667,486. Vanity Case. Simon Morrison, New York, N. Y. Filed May 20, 1926. Serial No. 110,355. Renewed Mar. 8, 1928. 9 Claims. (Cl. 132-82.)

1. In a vanity case, a powder receptacle having a pivoted closure, an opening in the closure, and cooperating means carried by the receptacle and the closure for forcing powder from the opening.

1,667,770. Closure for Containers. Richard Herbert Carpmal, Moulton, England. Filed Feb. 16, 1927. Serial No. 168,709, and in Great Britain Sept. 6, 1926. 12 Claims. (Cl. 215-52.)

1. In a closure for containers the combination with a spring disk formed with a number of peripheral fingers capable of movement into release and secure positions but which are biased under their own action normally to assume one of said extreme positions, of a container the internal wall of whose mouth is of such a size that the sides of the fingers when in the secure position engage therewith.

1,667,919. Cosmetic Container. James Leslie Young-husband, Chicago, Ill. Filed Feb. 21, 1927. Serial No. 169,736. 6 Claims. (Cl. 132-82.)

3. A cosmetic container comprising a concave body section constructed of galalith, a convex cover constructed of galalith, a metallic binding rim frictionally engaged on said body section, spring members formed on the inner portion of said binding rim for removably holding a compact seated in the body section, a metallic binding rim frictionally engaged on said cover, hinge means for connecting said binding rims, and resilient latching means carried by the cover binding rim adapted to frictionally engage the body section binding rim to hold the cover locked in place on said body section.

1,667,993. Shaving Soap. Robert Forday Smith, New York, N. Y. Filed Feb. 5, 1925. Serial No. 7,143. 3 Claims. (Cl. 87-5.)

2. A shaving composition essentially consisting of a vegetable oil, potash shaving soap with which is intimately incorporated between 40% and 50% of talc in a finely divided condition, said composition being free lathering and adapted to form a profuse persistent lather when rubbed up with a brush in the usual manner.

1,668,180. Closure Cap for Glass Containers. John J. Williams, Wheeling, W. Va., assignor to Hazel-Atlas Glass Company, Wheeling, W. Va., a Corporation of West Virginia. Filed Nov. 24, 1926. Serial No. 150,408. 11 Claims. (Cl. 215-40.)

1. In a vacuum closure structure for containers, a cap member formed of thin, deformable material, said cap comprising a top portion and a depending flange, an annular groove formed in the under side of the top portion adjacent said depending flange, and a gasket, the upper portion of which is adapted to be received and maintained in operative

position by the walls of said groove during the sealing operation, the inner face of the flange and outer face of the container surrounded by said flange and the inner and outer faces of the gasket being substantially parallel to each other before and after sealing, the under face of the cap engaging the top face of the container directly and the entire sealing surface being formed by the engagement of the gasket against the plain exterior surface of the container.

1,668,349. Paper Article and Method of Manufacture. Ewald G. Baum, Natick, Mass., assignor, by mesne assignments, to American Seal-Kap Corporation, Natick, Mass., a Corporation of Massachusetts. Filed Mar. 22, 1926. Serial No. 96,503. 12 Claims. (Cl. 18-56.)

11. The method which comprises swelling and softening a blank of fibrous sheet material, incorporating wax therein, and then forming an article from the blank thus treated under pressure sufficiently heavy to compact the material together into a dense, horny condition.

1,668,382. Base for Ointments. Curt Schroeder and Alfred Keil, Berlin, Germany. Filed Feb. 12, 1926. Serial No. 87,945, and in Germany Mar. 3, 1925. 2 Claims. (Cl. 167-9.)

2. The manufacture of a product, more particularly for use as a basis or carrier for substances to be applied to the skin, which consists in mixing under stirring finely divided zinc oxide into a syrup obtained by concentrating separated or skim milk, with the further addition of an emollient like glycerine, whereby a compound is obtained which comprises milk constituents, zinc oxide and glycerine.

1,668,502. Facial Bleach Pack. Mary E. Hall, Chicago, Ill. Filed Sept. 20, 1926. Serial No. 136,738. 3 Claims. (Cl. 167-9.)

2. A facial bleach pack comprising a mixture of dehydrated whole milk, dried white of egg, and vanillin.

1,668,503. Massage and Cleansing Cream and Method of Preparing the Same. Mary E. Hall, Chicago, Ill. Filed Sept. 20, 1926. Serial No. 136,739. 5 Claims. (Cl. 167-9.)

2. A massage cream which comprises a mixture of an aqueous solution of borax, wax including spermaceti, whole milk, and oil thoroughly blended together in proportions to produce a homogeneous cream.

4. The process of producing a massage cream which comprises melting a mixture of waxes including spermaceti with an oil, mixing therewith a saturated solution of borax, at the temperature of the waxes, adding whole milk at the temperature of the mixture and blending the constituents together by agitation to produce a homogeneous cream.

1,668,511. Container. Michael McLaughlin, New York, N. Y. Filed Nov. 11, 1927. Serial No. 232,670. 4 Claims. (Cl. 221-78.)

1. A container comprising a cylinder open at its outer end, a push rod extending the length of said cylinder, a cap carried by the outer end of said rod and telescoping the outer open end of said cylinder, said cap having a discharge opening therein, a tongue extending from the wall of said cylinder in a plane with said discharge opening to close said opening when said push rod is in a retracted position, spring means for normally holding said push rod in a retracted position, a follower slidably mounted within said cylinder, co-acting means between said push rod and said follower for moving said follower toward the discharge end of said cylinder, and co-acting means between said follower and the side wall of said cylinder for preventing retrograde movement of said follower.

DESIGNS PATENTED

74,883. Bottle. Reuben Haley, Beaver, Pa., assignor to Consolidated Lamp and Glass Company, Coraopolis, Pa., a Corporation of West Virginia. Filed Feb. 1, 1928. Serial No. 25,128. Term of patent 7 years.

74,942. Vanity Case. Arthur H. Noble, Pawtucket, R. I., assignor to Theodore W. Foster & Brother Company, Providence, R. I. Filed Nov. 23, 1927. Serial No. 24,248. Term of patent 14 years.

74,968. Powder Puff. Edna Danielson, Berkeley, Calif. Filed Oct. 20, 1926. Serial No. 19,434. Term of patent 7 years.

Prosperity U. S. Chamber's Keynote

(Continued from Page 167)

we should under no circumstances meet aggression with aggression, so we are told, but rather should we undertake to reason with our assailants, to point out the error of their ways, and to dispel their dark intentions by the force of economic logic.

"In the presence of the burly realities of the trade rivalries and acquisitive aspirations of today, such amiable academic sophistry is nothing but solemn nonsense. It is true that eventually the immutable principles of sound economics will prevail over any such attempts at prolonged arbitrary trade manipulation. But meanwhile—and the interval is all too frequently of long years—not only the best defense on the part of consumers, but the only honorable one is through coordinated action under such proper restraints as are necessary in behalf of the general public interest."

Resolutions adopted by the Chamber declare that legislation should provide for a nationwide census of distribution in 1930 and for the formation of import associations to consolidate purchase of essential raw materials controlled by foreign monopoly. No stand was taken with respect to resale price maintenance.

William Butterworth of Moline, Ill., president of Deere & Co., was elected president of the Chamber. He succeeds Lewis E. Pierson of New York who declined re-election because of the press of business.

Joseph H. Defrees, a lawyer and business man of Chicago, was elected chairman of the board of the Chamber. The other officers chosen were:

Vice-President, Eastern Division, Alfred J. Brosseau of New York, president of Mack Trucks, Inc.

Vice-President, South Central Division, Robert R. Ellis of Memphis, president of the Hessig-Ellis Drug Company.

Vice-President, North Central Division, Robert P. Lamont of Chicago, president of the American Steel Foundries.

Vice-President, Western Division, Paul Shoup of San Francisco, executive vice-president of the Southern Pacific Company.

Coming Conventions

Flavoring Extract Manufacturers' Association of the United States, Hotel Statler, Buffalo, N. Y., May 23-25.

Institute of Chemistry, American Chemical Society, Northwestern University, Evanston, Ind., July 23 to Aug. 18.

National Paper Box Manufacturers' Association, Waldorf-Astoria Hotel, New York City, May 22-25.

American Pharmaceutical Manufacturers' Association, Wawasee Hotel, Lake Wawasee, Ind., week of June 4.

National Hairdressers and Cosmetologists, Statler Hotel, Boston, Mass., August 27 to September 1, 1928.

American Chemical Society, Autumn Session, Swampscott, Mass., September 10 to 14, 1928.

National Beauty and Barbers' Supply Dealers' Association, Stevens Hotel, Chicago, October 1 to 5, 1928.

American Bottlers of Carbonated Beverages, Convention and Exhibition, Detroit (Michigan) Convention Hall, November 12 to 16 inclusive, 1928.

American Society for Testing Materials, Chalfonte-Haddon Hall, Atlantic City, June 25 to 29.

American Association for the Advancement of Science, New York, December 27, 1928, to January 2, 1929.

American Chemical Society at St. Louis

Chemists who attended the convention of the American Chemical Society in St. Louis last month took advantage of the opportunity to visit the Scott Field lighter-than-air station of the War Department in order to make investigations in the use of hydrogen gas, and several large industrial plants in which chemistry plays an important part.

Among the principal plants visited were the new power station of the Union Electric Light & Power Co. on the Mississippi river, at Cahokia, Ill., almost immediately opposite the St. Louis mercantile district; the plants of the St. Louis Coke & Chemical Co., near Granite City, Ill., where Illinois coal is coked and coal by-products made, and where furnaces melt Missouri, Iowa and Minnesota iron, as well as Alabama and Northern; the Anheuser-Busch plant; the Illinois Glass Co. at Alton, Ill.; the Standard Oil refineries at Wood River, Ill.; the Dutch Shell refineries at Roxana, Ill.; the Laclede-Christy fire-clay plants in St. Louis; the raw-chemical plant of the Mallinckrodt Chemical Co., and the drug and chemical plants of the Monsanto Chemical Works.

Swampscott, Mass., was selected as the place for the autumnal session.

Charles Allen Thomas and Carroll A. Hochwalt, of Dayton, O., reported a new method for extinguishing fire, even the flames of gasoline. The new method, called the catalytic, neither cools nor blankets a burning fire. At tests in the Underwriters' Laboratory in Chicago fire had been extinguished in nine to twelve seconds, whereas the shortest time under the old method was thirty-five to forty-five seconds. The report stated that they thought at first that the phenomenon was due to exusion of carbon dioxide, which had blanketed the flame.

"Further work," continued the report, "showed that this phenomenon resided with the potassium, and that any water soluble compound which contained potassium, rubidium or caesium exhibited this remarkable result."

"After developing an apparatus for testing, it became possible to investigate the water soluble compounds for the presence of the same catalytic flame extinguishing property as is possessed by sodium potassium carbonate. With a few minor exceptions, every element capable of forming a water soluble salt was studied. Practically all the salts of the alkali metals exhibited this catalytic fire extinguishing effect. Peculiarly interesting was the fact that all the compounds of the alkali metals that have oxygen in them have a greater extinguishing effect than those without oxygen."

E. P. Bartlett, of the Fixed Nitrogen Research Laboratory, conducted at Washington by the Department of Agriculture, gave demonstrations based on two years of experiments in subjecting nitrogen gas to extremely high temperatures and pressures.

Two St. Louis chemists were honored in sectional meetings. One was Dr. Antoine Francois Saugrain, who provided the Lewis & Clark Northwest Expedition with chemicals and medical supplies. In the early 80's he specialized in vaccination and the treatment of smallpox, and he is supposed to be the inventor of the friction match. The late Dr. Gustavus Hinrichs, former head of the St. Louis University Medical College, who discovered a method of measuring atomic weights and originated graduated laboratory courses for medical students, was praised for his leadership in obtaining recognition for Lavoisier, "father of modern chemistry."

Grasse Report for May

From Our Own Correspondent

GRASSE, May 7, 1928.—The effects of the December frosts in the floral region of the Maritimes Alpes are now being realized. In some respects they are not so serious as was feared, but at the same time there was enough damage to give prices a tendency to advance. The situation may be covered by the following details of present conditions and prospects in this market:

Orange

The gathering of the orange flowers started several days ago but the quantities gathered are still very small. A very small crop is expected and the optimists are forced to admit that the orange trees which were affected by the frost of the month of December have not only lost all their leaves, but many of them must be pruned in order to force the shooting of new branches which will require several years.

At the present time, when we are writing you, negotiations are being carried on between the delegation of the Nerolium Syndicate of Producers and the Syndicate of Perfumers of Grasse itself intended to fix a price identical to that of last year, i.e., 10 francs per kilo. We shall only be able to give more detailed information in this regard in our next report.

Irrespective of this, the Nerolium Co-operative Association of Producers, which has as its members about three-quarters of the producers of the Maritimes Alpes (Provence), has sold practically in its entirety the large stocks of neroli of last year to Grasse firms who have bought, it is believed, on speculation in view of the fact that the prices for neroli will certainly be higher after the distillation which has now started.

There is expected to be a picking up in the prices for petit-grain oil. The Paraguay oil has increased considerably in price in the last few weeks on the European markets.

Summarizing, no drop in the prices of orange products is expected especially not in neroli. The consumers who would purchase now, if they could obtain the prices prevailing a few weeks ago, we are sure would not do a bad business.

Rose

The gathering of roses has also started, but it is not yet large. The rose bushes have quite a beautiful appearance and a nearly normal harvest is expected. The prices of the flowers have not yet been fixed but they will surely not exceed the prices of last year although the prices did not give satisfaction to the purchasers.

In view of the catastrophe in Bulgaria on account of the earthquake shocks the harvest will perhaps be difficult in certain places.

Jasmin

The pruning of jasmin has already started and the dead branches of the last harvest also are being cut. The graftings have been insignificant on account of the scarcity of grafts, as it was not possible to do much on account of the December frost.

Violet

Violet greens is the name given to violet leaves which

are generally treated after the harvesting of the violets by petroleum ether. In this way there is obtained a product greatly appreciated in the perfumery industry for all compositions of perfumes with a violet scent. The manufacture started several days ago and will terminate within about 15 days.

Lavender

Comparatively large purchases have been made the last few weeks which have brought about a small increase in the prices. The stocks are still very small and it is expected that the present prices will prevail for the coming distillation.

Aspic

This oil is becoming very scarce. The prices have slightly increased.

Thyme

The distillation of thyme oil is started. It is expected that quite high prices will prevail because the demand is very great and there is nothing left from the old stocks.

Peppermint

The prices were increased a month ago. A demand is noticed especially in the countries of Central Europe.

Geranium

Geranium oil from Reunion has gone up a few tens of francs and the same thing applies to that of Algeria where the destination of the first cutting of the year began eight days ago. It is expected that very high prices will prevail because the distillation in Algeria will not be very large. The low prices prevailing lately have discouraged the producers who replaced geranium by cereals or by vines.

Perfumeries and Cosmetics in Portugal

(Special Correspondence)

Portugal is a good market for perfumeries and cosmetics of every description. Expensive perfumes and toilet articles are mostly imported from France, while soaps, tooth paste, etc., are mainly imported from Germany and England. The domestic industry which is quite well developed cannot cover the requirements of the public. Fancy bottles of original makeup are greatly in demand and it is also important in order to comply with the taste of the Portuguese public that the labels are gold labels, but not too large.

The duties for perfumes are rather high and amount to 1 gold escudo per kilo, i.e., 42 paper escudos. They are charged in accordance with the gross weight including the wrapping, such as bottles, etc. Foreign manufacturers are in a much more favorable position if they import the perfumes proper and the bottles separately as in this way they can obtain enormous savings on duties. Any perfumes or toilet goods, the labels of which claim any medicinal purpose are subject to the stamp tax assessable on pharmaceutical products.

The representatives of foreign perfumery manufacturers mainly do business on a commission basis and receive between 20 to 30 per cent of the turnover. The payment terms are between 30 to 90 days.



Essential Oils

With the exception of a few items which have been governed by unusual conditions, trading in the essential oil market was rather disappointing.

Consumers still continued their policy of buying most oils on a small scale, taking only such quantities that were actually required. There was little tendency to anticipate though in the case of some products it might have proved well, and it may still be well for the large consumers to stock up on goods that are regarded as cheap.

Citrus oils have been very firm throughout the month, with sharp advances in all grades of orange. Small production together with speculative operations were held responsible for the unusual advance in prices. There is practically no California oil this year. Reports from the West Indies indicated that the crop had been practically all sold up, and consequently the consumers were forced to turn to the Italian oil. Lemon is considered too high but it is firmly held abroad and domestic production is insufficient to have any effect upon the situation. Many had anticipated lower prices on bergamot but instead the market has been gradually working towards higher levels in sympathy with orange.

With the exception of orange and lemon, domestic products failed to show any material change. A keen desire on the part of consumers to get the cheapest grade of orange oil resulted in an unusually heavy call for the domestic distilled oil. Various reports were current about the market for peppermint, and for this reason most consumers were content to operate in a hand-to-mouth manner, pending further developments. Tansy and erigeron were well held and firm. Wormseed is marking time. Some dealers had hoped for higher prices but the absence of demand resulted in a gradual easing off of prices. Wormwood is closely held but the recent extreme prices have been brought down a little.

Demand for floral products was rather slow, and not much new in the market has been reported. Although neroli is not much higher, there are indications pointing to increased strength. Lavender remains steady though occasional reports of price shading have been current. Rose remains steady at the usual level of prices.

Citronella has been gradually working higher. Prices had gotten down to such low levels that producers had neglected the article. How much of this was due to its replacement with substitutes or to general market conditions fails to be known. The dry season in Ceylon is at hand and consequently little oil is expected to be produced during the next few months.

Following a long period of exceptionally low prices, geranium presents a much firmer appearance. On the other

hand the recent advance in prices has brought out a number of offerings, and the upward movement of values seems to have been checked, temporarily at least.

Seed and spice oils were more or less irregular. Cloves were a little firmer reflecting the strength of the spice. Caraway appears to be holding its own under a steady demand for moderate quantities. Dill is rather unsettled. Pimento fails to show any definite trend, while cassia continues to occupy a firm position at the recent advance in prices.

Pine needle oil is in fairly good supply, but prices remained fairly steady during the month. Cedarleaf has been firm reflecting the high level of replacement costs.

Synthetics and Aromatic Chemicals

As in essential oils, consumers have been content to limit their takings to immediate needs. Some manufacturers and importers report a satisfactory volume of business, but on the whole the movement was not as active as some of these reports indicate.

Buyers are not anticipating, and show little inclination to do so. The hand-to-mouth buying policy has led to some curtailment of imports, and to a reduced output by a number of domestic manufacturers. Articles moving into the soap and other kindred industries have been in fair demand, but the market for a number of the fine products has been rather quiet.

There has been little change in artificial musks, but some of the importers appeared to be willing to shade prices on real orders. Domestic producers have been complaining about the narrow margin of profit at present prices, but they are still being forced to meet competition. A fair demand has been noted in most quarters, but the movement has not been sufficient to eliminate the unsettlement in prices.

The standard brands of coumarin appear to be holding their own, but there are still some cheap lots of imported material available. Many factors are looking for an improved demand with the advent of the summer season.

Benzaldehyde and the benzyl derivatives have been rather unsettled. Dibutylphthalate has been commanding a little more attention and diethylphthalate continues to meet with a fairly active inquiry. Reflecting conditions in the raw material market geraniol has been showing an upward tendency, though no change in prices has been reported.

Salicylates are in a better position. Some of the cheaper lots of methyl salicylate have been all cleaned up, and there is less disposition on the part of holders to shade prices.

Some interests believe that an early improvement in activity will be witnessed, while others hope only for a steady market between now and the autumn.

(Additional Market Reports on Page 202)

PRICES IN THE NEW YORK MARKET

(Quotations on these pages are those made by local dealers, but are subject to revision without notice)

(See last page of Soap Section for Prices of Soap Materials)

ESSENTIAL OILS

Almond Bitter, per lb....	\$3.00@	\$3.20	Horsemint	4.25@		Vetivert, Bourbon	7.20@	8.00
S. P. A.	3.30@	3.65	Hyssop	24.00@		Java	25.00@	30.00
Sweet True82½@	.85	Juniper Berries, rectified..	3.00@		East Indian	30.00@	
Apricot, kernel52@	.60	Juniper Wood60@	.62	Wine, heavy	1.75@	
Amber, crude40@	.45	Laurel	5.00@		Wintergreen, Southern ..	4.50@	
rectified65@	.90	Lavender, English	32.00@		Penn. and Conn.	8.50@	9.50
Ambrette, oz.	48.00@		U. S. P. "X"	3.50@	5.00	Wormseed	3.40@	3.55
Amyris balsamifera	2.50@	3.00	Garden50@	.55	Wormwood	15.50@	
Angelica Root	18.00@	21.00	Lemon, Italian	3.40@	3.85	Ylang-Ylang, Manila ..	26.00@	32.00
seed	37.00@	42.00	Calif.	3.25@	3.40	Bourbon	10.50@	12.00
Anise, tech.62½@	.65	Lemongrass	1.00@				
Lead free, U. S. P.64@	.68	rectified	1.45@				
Aspic (spike) spanish..	1.25@		Limes, distilled	6.60@	7.00			
French	1.50@		expressed	11.65@	12.40			
Bay, Porto Rico	2.10@		Linaloe	2.70@				
West Indies	2.10@		Lovage	16.00@				
Balsam Tolu, per oz....	4.50@		Mace, distilled	1.50@				
Balsam Peru	8.00@		Mandarin	11.00@				
Basil	45.00@		Marjoram	6.25@				
Bergamot, 35-36 per cent.	5.75@	6.50	Melissa	5.00@				
Birch, sweet N. C.	1.90@	2.15	Mirbane15@				
Penn. and Conn.	4.75@	5.00	Mustard, genuine	10.75@	12.25			
Birchtar, crude14@		artificial	2.10@	2.30			
Birchtar, rectified65@	.90	Myrrh	10.00@				
Bois de Rose, Femelle ..	2.20@	2.60	Neroli, Bigarade, pure..	140.00@	175.00			
Cade, U. S. P.30@	.35	Petale, extra	165.00@	200.00			
Cajeput, Native90@	1.20	Niaouli	2.50@				
Calamus	3.75@	4.25	Nutmeg	2.00@	2.20			
Camphor, "white"15@	.17	Olibanum	6.50@				
sassafrassy19@	.20	Orange, bitter	9.00@	9.15			
Cananga, Java native ..	3.60@	3.75	sweet, W. Indian	9.25@	9.50			
rectified	4.25@	4.50	Italian	10.50@	Nom.			
Caraway Seed, rectified..	2.00@	2.10	Calif. exp.	8.70@	8.85			
Cardamon, Ceylon	40.00@		dist.	6.50@	6.75			
Cascarilla	64.00@	70.00	Origanum, imitation ..	.30@	.85			
Cassia, 80@85 per cent..	Noml		Orris Root, concrete, do-					
rectified, U. S. P.	3.00@	3.20	mestic	4.00@	4.50			
Cedar Leaf	1.45@	1.65	foreign	5.00@	5.50			
Cedar Wood32@	.38	Orris Root, absolute (oz.)	55.00@	70.00			
Cedrat	4.00@		Orris liquid	18.00@				
Celery	7.50@		Parsley	6.75@				
Chamomile	3.50@	5.00	Patchouli	8.00@	10.00			
Cherry laurel	12.00@		Pennyroyal, American ..	2.45@				
Cinnamon, Ceylon	12.00@	15.00	French	1.70@				
Cinnamon, leaf	1.75@	2.00	Pepper, black	5.75@				
Citronella, Ceylon55@	.60	Peppermint, natural	3.45@	3.60			
Java54@	.58	redistilled	3.65@	3.75			
Cloves, Bourbon	2.10@		Petitgrain, So. Amer.	1.85@				
Zanzibar	1.70@	1.80	French	3.00@				
Cognac	22.00@		Pimento	3.15@	3.35			
Copaiba80@	1.00	Pine cones	3.75@				
Coriander	13.25@	13.50	Pine needle, Siberia....	.85@	.95			
Croton	1.00@	1.15	Pinus Sylvestris	2.00@				
Cubebs	3.80@	4.00	Pumilionis	2.95@				
Cumin	7.75@		Rhodium, imitation	2.25@	5.00			
Curacao peels	5.25@		Rose, Bulgaria	10.50@	22.00			
Curcuma	3.00@		Rosemary, French75				
Cypress	5.15@		Spanish50				
Dillseed	4.25@	6.00	Rue	3.80@	3.85			
Elemi	1.65@		Sage	3.25@				
Erigeron	2.65@	2.70	Sage, Clary	40.00@				
Estragon	38.00@		Sandalwood, East India..	8.50@				
Eucalyptus, Aus. "U.S.P."	.65@	.70	Sassafras, natural	1.00@	1.25			
Fennel, Sweet85@	.90	artificial30@	1.10			
Galbanum	26.00@		Savin, French	1.90@	2.20			
Galangal	24.00@		Snake Root	13.50@				
Geranium, Rose, Algerian	4.25@	4.50	Spearmint	4.75@				
Bourbon	5.00@	5.10	Spruce	1.30@				
Spanish	16.00@		Stomax	12.00@				
Turkish (Palma rosa) ..	3.85@	4.00	Tansy	4.80@	5.00			
Ginger	6.00@	6.25	Thuja	1.60@				
Gingergrass	2.90@		Thyme, red	1.00@	1.30			
Guaiac (Wood)	3.25@	3.40	White	1.10@	1.50			
Hemlock	1.20@	1.25	Valerian	11.00@				
Hops, oz.	16.00@		Verbena	3.75@	7.00			

TERPENELESS OILS

Bay	6.00@	
Bergamot	18.00@	20.00
Clove	3.00@	
Geranium	8.50@	
Lavender	14.00@	
Lemon	17.00@	24.00
Lime, Ex.	60.00@	
Orange, sweet	150.00@	
bitter	150.00@	
Petitgrain	5.50@	
Rosemary	2.50@	3.75
Sage, Clary	90.00@	
Vetivert, Java	35.00@	
Ylang-Ylang	22.00@	35.00

OLEO-RESINS

Benzoin	2.50@	5.00
Capsicum, U.S.P. VIII..	4.25@	
Alcoholic	3.50@	
Ginger, U.S.P. VIII....	3.00@	
alcoholic	3.25@	4.60
Cubeb	3.25@	
Malefern	2.65@	
Oak Moss	15.00@	15.50
Olibanum	3.25@	
Orris	6.00@	20.00
Patchouli	18.00@	
Pepper, Black	4.25@	
Sandalwood	16.60@	
Vanilla	8.75@	15.00

DERIVATIVES AND CHEMICALS

Acetaldehyde 50%	2.00@	
Acetophenone	3.75@	4.00
Acetyl Iso-eugenol	9.00@	
Aldehyde C 8	50.00@	
C 9	100.00@	140.00
C 10	50.00@	82.00
C 11	70.00@	75.00
C 12	75.00@	105.00
C 14	35.00@	
C 16	25.00@	40.00
Amyl Acetate	1.00@	
Amyl Butyrate	1.80@	
Amyl Cinnamate	2.50@	
Amyl Formate	1.70@	2.00
Amyl Phenyl Acet	5.00@	5.75
Amyl Salicylate, dom....	1.25@	1.45
foreign	1.65@	
Amyl Valerate	3.00@	3.50
Anethol	1.40@	
Anisic Aldehyde, dom....	3.40@	
foreign	4.00@	4.35
Benzaldehyde, U.S.P.	1.45@	
F. F. C.	1.55@	1.90
Benzylidenacetone	3.25@	4.25
Benzophenone	5.50@	
Benzyl Acetate, dom....	1.15@	
foreign	1.35@	1.45
Benzyl Alcohol	1.35@	1.50
Benzyl Benzoate	1.40@	1.50
Benzyl Butyrate	5.50@	6.25
Benzyl Cinnamate	9.00@	9.50

	Benzyl Formate	3.35@	3.60	Octyl Acetate	32.00@		Rice Starch	12@a	1.15
	Benzyl Iso-eugenol	20.00@	30.00	Octyl Alcohol	32.00@		Rose leaves, red	2.00@a	
	Benzyl Propionate	3.75@a	5.00	Paracresol Methyl Ether	7.00@a	8.00	pale	.50@a	
	Benzyl Succinate	5.50@a		Paracresyl Acetate	5.75@a		Rose water, gal.	1.25@a	
	Borneol	2.75@a	3.50	Phenylacetaldehyde 50%	6.00@a	8.00	Sandalwood chips	.45@a	.50
	Bornyl Acetate	3.30@a	3.80	imported	6.00@a	8.00	Saponin	1.60@a	
	Bromstyrol	4.75@a	5.00	100%	8.50@a	10.00	Styrax	.40@a	2.00
	Butyl Acetate	.60@a		Phenylacetic Acid	3.40@a	4.00	Talc, domestic	(ton)	18.00@ 33.00
	Butyl Propionate	2.00@a		Phenylethyl Acetate	9.00@a	13.00	French	(ton)	40.00@ 45.00
	Butyl Butyrate	2.00@a		Phenylethyl Butyrate	16.00@a	20.00	Italian	(ton)	50.00@ 65.00
	Butyraldehyde	12.00@a		Phenylethyl Formate	18.00@a		Vetivert root	.30@a	
	Carvene	.50@a		Phenylethyl Propionate	18.00@a		Zinc Stearate	.26@a	.30
	Carvol	4.00@a	6.00	Phenylethyl Valerate	20.00@a				
	Cinnamic Acid	4.00@a		Phenylethyl Alcohol, dom.	4.75@a	5.50	BEANS		
	Cinnamic Alcohol	3.75@a	4.25	imported	5.25@a	6.00	Tonka Beans, Para	.90@a	.95
	Cinnamic Aldehyde	2.80@a	3.50	Phenylpropyl Alcohol	16.00@a		Tonka Beans, Angostura	1.80@a	1.95
	Citral C. P.	2.75@a	3.00	Phenylpropyl Aldehyde	12.00@a		Vanilla Beans, Mexican	3.50@a	4.75
	Citronellal	3.30@a	3.50	Rhodinol, dom.	6.50@a	15.00	Mexican, cut	2.70@a	2.75
	Citronellol, dom.	4.25@a	5.00	foreign	9.50@a	16.00	Vanilla Beans, Bourbon		
	foreign	5.00@a	5.50	Safrol	.31@a	.34	whole	1.90@a	2.30
	Citronellyl Acetate	8.15@a	8.75	Skatol, C. P. (oz.)	9.00@a	10.00	Bour, cut	1.75@a	
	Coumarin, dom.	4.00@a		Styrallyl Acetate	20.00@a		Vanilla Beans, South		
	foreign	4.00@a		Styrallyl Alcohol	20.00@a		American	2.80@a	3.25
	Cuminic Aldehyde	62.00@a		Terpineol, C. P. dom.	.39@a				
	Decyl Acetate	28.00@a		imported	.50@a	.60	TINCTURES		
	Decyl Alcohol	28.00@a		Terpinyl Acetate	1.00@a	1.15	Ambergris	18.00@a	
	Dibutylphthalate	.30@a	.36	Thymene	.30@a		Benzoin	1.75@a	
	Diethylphthalate	.32@a	.37	Thymol	2.75@a	3.00	Civet	2.50@a	4.00
	Dimethylphthalate	.65@a		Vanillin	7.80@a	8.15	Musk, nat.	30.00@a	32.00
	Diphenylmethane	1.75@a	2.45	Violet Ketone Alpha	5.00@a	10.00	Orris root	2.00@a	
	Diphenyloxide	1.15@a		Beta	5.50@a	8.00	Balsam Tolu	1.50@a	
	Ethyl Acetate	.50@a	.55	Yara Yara	1.50@a	1.75	Vanilla	2.50@a	3.00
	Ethyl Benzoate	1.80@a							
	Ethyl Butyrate	2.00@a		SUNDRIES			SOLUBLE RESINS		
	Ethyl Cinnamate	3.90@a		Alcohol, Cologne, spts.,			Ambrette	18.00@a	
	Ethyl Formate	1.00@a		gal.	2.65 1/2@a	2.85	Castoreum	28.00@a	
	Ethyl Propionate	2.00@a	2.65	Almond Meal	.25@a	.40	Chypre	13.00@a	
	Ethyl Salicylate	2.35@a	2.75	Ambergris, black (oz.)		Nom.	Civet	80.00@a	
	Eucalyptol	1.15@a	1.25	gray (oz.)	39.00	Nom.	Benzoin	2.75@a	
	Eugenol	2.85@a	3.15	Balsam Copaiba, S. A.	.51@a	.55	Galbanum	6.00@a	
	foreign	2.90@a	3.30	Para	.45@a	.50	Labdanum	5.50@a	
	Geraniol, dom.	1.75@a	6.00	Balsam Peru	1.75@a		Myrrh	7.00@a	
	foreign	2.40@a	4.00	Tolu	1.00@a		Oak Moss	16.00@a	
	Geranyl Acetate	3.15@a	4.00	Baudruche skins, gr.	18.00@a	25.00	Olibanum	6.00@a	
	Geranyl Butyrate	11.00@a	12.50	Beaver Castor	8.00@a	12.00	Opononax	12.00@a	
	Geranyl Formate	7.25@a	12.00	Cardamon Seed, green	1.50@a		Orris Root	12.00@a	
	Heliotropin, dom.	1.85@a	2.00	decort	1.70@a		Patchouli	8.50@a	
	foreign	2.10@a	2.35	Castoreum	10.00@a	12.00	Peru balsam	6.00@a	
	Hydroxycitronellal	6.00@a	10.00	Chalk, precipitated	.03 1/2@a	.06 1/2	Sandalwood	10.50@a	
	Indol, C. P. (oz.)	3.10@a	5.50	Cherry laurel water, gal.	1.25@a		Styrax	2.75@a	
	Benzyl Cinnamate	9.00@a	9.50	Civet horns (oz.)	2.75@a	3.75	Tolu balsam	3.50@a	
	Iso-borneol	2.30@a		Guarana	2.15@a	2.50	Vetivert	11.00@a	
	Iso-bornyl Acetate	3.25@a		Gum Benzoin Siam	1.50@a	1.75			
	Iso-butyl Benzoate	4.00@a		Sumatra	.65@a	.80			
	Iso-butyl Salicylate	3.00@a	6.00	Gum Galbanum	1.35@a	1.50			
	Iso-eugenol, dom.	4.00@a		Gum Myrrh	.90@a	1.10			
	foreign	4.50@a	4.75	Kaolin	.03@a	.03 1/2			
	Iso-safrol	1.75@a		Labdanum	6.00@a		CERTIFIED FOOD COLORS		
	Linalool	3.25@a	4.75	Lanolin hydrous	18@a	.20	Amaranth	4.00@a	4.50
	Linalyl Acetate 90%	4.75@a	6.50	anhydrous	.20@a	.23	Orange II	3.75@a	4.50
	Linalyl Benzoate	10.50@a		Menthol, Jap.	4.10@a	5.15	Tartrazine	4.00@a	4.50
	Methyl Acetophenone	3.75@a		synthetic	3.25@a	4.00	Ponceau 3R	6.00@a	7.50
	Methyl Anthranilate	2.50@a	3.00	Musk, Cabs, pods. (oz.)	Nominal		Indigo	16.00@a	
	foreign	3.75@a		grains (oz.)	Nominal		Erythrosine	20.00@a	
	Methyl Benzoate	2.15@a	2.25	Tonquin, gr. (oz.)	35.00@a		Guinea Green B.	17.50@a	
	Methyl Cinnamate	3.90@a	4.35	pods (oz.)	25.00@a		Light Green S.F.	25.00@a	
	Methyl Eugenol	7.25@a	9.00	Olibanum, tears	.19@a	.35	Fast Green F.C.F.	27.50@a	
	Methyl Heptenone	9.00@a	11.00	siftings	.14@a		Yellow A.B.	4.25@a	
	Methyl Heptine Carb.	22.00@a	36.00	Orange flowers	.40@a	1.00	Yellow O.B.	4.25@a	
	Methyl Iso-eugenol	9.00@a	13.00	Orange flower water, gal.	1.50@a		Naphthol Yellow S.	8.00@a	
	Methyl Octine Carb.	25.00@a	32.00	Orris Root, Florentine	.12@a	.13			
	Methyl Paracresol	6.75@a	7.50	powdered	.14@a	.25	OIL SOLUBLE COLORS		
	Methyl Phenylacetate	4.65@a	6.00	Orris Root, Verona	.10 1/2@a	.12	Alcannin	5.00@a	
	Methyl Salicylate	.42@a	.50	powdered	.13@a	.25	Black	5.50@a	
	Musk Ambrette	6.75@a	8.00	Patchouli leaves	.25@a	.90	Blue	5.00@a	
	Ketone	7.75@a	9.50	Peach Kernel meal	.35@a		Brown	5.50@a	6.50
	Xylene	2.40@a	2.75	Reseda flowers, powd.	1.50@a		Green	4.00@a	
	Nerolin	1.50@a	1.75	Rhubarb Root, Shensi	Nominal		Red	5.00@a	8.00
	Nonyl Acetate	48.00@a		High Dried	.45@a	.50	Yellow	5.00@a	
	Nonyl Alcohol	40.00@a	52.00	Powdered	.55@a	.75			

Vanilla Beans

Unusually low temperatures have had a retarding effect upon the demand for vanilla beans. Many had anticipated an improvement in activity by this time but so far the seasonal improvement has failed to make itself felt.

Large quantities of inferior Bourbons have been pressing for sale and consequently some sellers have experienced difficulty in getting more money for the finer quality beans. Reports from South America indicated that the crop has been practically all sold up, and there are indications that Mexicans will be steadier than the other types. There had been good shipments during the early part of the year but since then the contract movement has fallen off. Buyers have been showing a little more interest, but purchases are confined to small quantities. Sellers appear very optimistic however, but whether an improvement in demand will have any effect upon prices in view of the position of stocks is a question.

Sundries

Activity has largely been confined to moderate quantities and trading in the group as a whole has been extremely dull. Some of the gums are in very small supply with prices firmly held. Menthol is a little easier, though Japan is still higher than the spot, owing to the keen competition among local holders.

Citronella Oil Statistics

The Department of Commerce has secured from its representatives in Java and Ceylon statements showing the quantities of citronella oil shipped from these two points during 1927. The figures are arranged to show export by countries of destination. As transmitted to the department, they are as follows:

Ceylon

	1926 Pounds	1927 Pounds
United Kingdom	431,866	297,255
France	50,765	24,203
Germany	126,398	129,630
Netherlands	47,597	67,579
Italy	24,144	12,057
Australia and New Zealand	83,287	71,314
United States	575,560	603,420
Canada	15,583
Other countries in America	3,342	28,265
India	36,422	46,373
China	34,427	37,267
Other countries	31,374	38,898
Total	1,445,182	1,371,844

Java

	1926		1927	
	Metric Tons	Guilders	Metric Tons	Guilders
Netherlands	51	176,645	107	235,739
Great Britain	257	829,878	251	554,955
Germany	47	156,904	76	164,747
France	442	1,467,395	446	998,513
United States	270	928,657	312	676,323
Singapore	4	12,331	2	4,640
Hongkong	3	9,717	3	6,320
China	20	66,965	17	36,862
Japan	75	272,888	78	183,285
Australia	12	42,419	14	30,422
Total	1,181	3,963,799	1,306	2,891,806

A Sedative

Doctor: "Your husband must have absolute quiet. Here is a sleeping draught."

Wife: "And when do I give it to him?"

Doctor: "You don't give it to him—you take it yourself."
—Silent Partner.

German Trade in Soap and Toiletries

(Special Correspondence)

BERLIN, May 6.—Since the lipstick and the powder puff have attained a seat of honor in all countries of the world, the German cosmetic industry has been able to increase its exports by 60 per cent for in 1913 there were exported in the form of powder, rouge and tooth powder 708,200 kilos of a value of 3,029,000 marks, while in 1927 this figure increased to 1,131,300 kilos of a total value of 5,831,000 gold marks. It is true that on account of the lower prices quoted by France, there was brought about at the same time an increase of the German import figures from 112,500 kilos for 1913 to 262,100 kilos for 1927. Of the last mentioned quantity, France alone supplied 212,800 kilos as compared with 48,400 kilos during the last year before the war.

The most important customers of Germany for powder, rouge and tooth powder were the following countries:

	In Kilos	
	1927	1926
England	172,300	105,700
Holland	101,300	78,700
Dutch East Indies	81,900	61,100
United States of America	69,400	20,300
Saar Territory	46,600	23,700
British India	44,700	60,300
Switzerland	42,000	29,100
Denmark	31,800	31,400
Danzig	22,800	10,100
Sweden	19,300	13,600
France	5,600

As compared with the pre-war time, the German exports to West Africa, Argentina and a few other overseas countries have decreased.

A much more important position in the German export trade than that held by powder and rouge has been taken by soap. In connection with household soaps, liquid soaps, soap powders, etc., there has been a 90 per cent increase in the export figures as compared with pre-war times, while the exports of soft soap and soap substitutes simultaneously decreased.

If the soft soap industry should succeed in forcing its exports of 1928 in the same way as 1927, the pre-war export figures will soon again be reached.

Soap substitutes and cleansing products are reported for 1927 only to an extent of 79,000 kilos for Mexico as compared with 2,900 kilos in the year 1913. Very favorable are the export figures for household soaps and soap powder. For this industry the export prospects also at the present time are exceedingly favorable, inasmuch as the figures are considerably below the pre-war figures to overseas countries, while the nearer markets, above all Scandinavia and Holland, have been given special attention. The Saar territory alone purchased in 1927, 1,441,800 kilos of household soaps and soap powder. The export figures for 1927 were as follows in kilos: Denmark, 1,082,700; Holland, 1,279,200; Norway, 354,800; Sweden, 402,400; England, 126,200; China, 139,200; Dutch East Indies, 186,700; Switzerland, 125,200.

Statistics of Cork Products Sales

The Department of Commerce at Washington announces that sales of cork products by manufacturers in 1927 aggregated \$34,132,972, as against \$34,922,906 in 1926, a decrease of 2.3 per cent. For both years the greatest proportions were contributed by crown caps, which represented 37.5 per cent. of the total sales in 1927 and 34.9 per cent. of the total in 1926. Sales of cork products were reported for 1927 by 43 manufacturers, as against 44 for 1926.



Soaps as Germicides

It was established as early as 1881 that most soaps are effective germ killers. Since that time scientists have tried to find out "why, how and to what extent" they do kill germs. The most successful experiments were made during the World War, when it was found that lung diseases, including the common cold, and even pneumonia, were transmitted by the insufficient washing of dishes used by the men. It was also found that if the dishwater contained 5 per cent. of ordinary yellow soap the infectious disease germs would be eliminated.

Dr. J. E. Walker, of the Army and Navy general hospital at Hot Springs, Ark., found that raising the temperature of the soap solution would increase its power to kill germs. He claims that typhoid germs are killed in a soap solution only as warm as the temperature of the body, while cold solutions will not kill them. The pneumonia germ is killed by a weak solution of the sodium ingredients in soap, while the typhoid germ is not affected by the same substance even if the solution is concentrated to 2,000 times as strong.

Soap tends to lower the surface tension or physical conditions surrounding the germs, and this is thought to have a part in their destruction. When concentrated solutions of soap are placed around bacteria cells or organisms the soap goes through their thin walls and results in their death. Because the various bacteria differ in the composition of their surfaces their reactions to soap solutions differ. The pneumonia germ is the most susceptible of all to the various ingredients of soap and dies very quickly in a soap solution.

Rancidification and Oxidation of Olive Oil

L. L. LLOYD (*J. Text. Inst.*, Spec. Issue, 1927, 18,517-519r).—The rancidity of olive oil is due chiefly to the marc or foots, which either acts as a fermentative agent or aids bacterial action. Moisture plays only a small part in the production of fatty acids. By passing, respectively, dry and moist air through samples of (a) oil containing foots, (b) the same oil free from foots, and (c) a mixture of equal parts of both, for periods up to three years, it was shown that the fatty acids are almost completely oxidized, whereas the neutral oil is oxidized only to a small extent. The larger the content of fatty acids, the more is the neutral oil oxidized; it appears that the former have a catalytic oxidizing effect on the latter. It is advantageous to filter fresh oil to free it from foots before storing.—*British Chemical Abstracts*.

Involuntary Suicide

A malicious man drinks his own poison, for malice is mental, moral, and physical suicide, declares *Silent Partner*.

British Soap History

Since March 3, 1888, Merseyside has been the home of Sunlight soap at Port Sunlight, though it had been successfully manufactured at Warrington some years previously. Soap boiling, however, is a much more ancient industry of this neighborhood. As long ago as 1709 James Morecroft was a soap-boiler at Ormskirk. In the last quarter of the eighteenth century there were at least two firms, James Chorley and Thomas Fleetwood, in Liverpool, which had increased to three in 1800. As the names of the two earlier are not included in the three later firms, one must conclude that the first firms had failed. In 1814-15 there were eleven soap-boilers in Liverpool. Between 1798 and 1808 Messrs. Hazlehurst and Hayes, Ollier & Co. had both started soap and rosin works at Runcorn. During the next decade both these works were greatly enlarged, the latter becoming the property of J. & T. Johnson. During the next ten years both firms trebled the size of their works, the former, Messrs. Hazlehurst, becoming as well known for their very tall chimney as for their soap. Another striking chimney, a feature in the Runcorn landscape, was built a few years later by the Runcorn Soap & Alkali Co., successors to J. & T. Johnson. Some idea of the output of soap in this early period is given by the figures for 1850, when 25,354 tons of hard soap and 3241 tons of soft soap were made by Merseyside factories, this amounting to about one third of the total production in Great Britain. For the manufacture of this soap 8500 tons of palm oil, 5000 tons of tallow, and 7000 tons of soda ash and alkali were used as chief constituents for the hard soap. For the soft soap olive oil was imported from the Mediterranean ports, fish oil from Newfoundland, and potashes from Canada. In the same year 4360 tons of soap were exported from the Mersey to foreign ports, being four-fifths of the total export of the country, and in addition Liverpool had an exclusive trade in soap with Ireland, which country imported 4200 tons.

Between the middle of the nineteenth century and the establishment of Sunlight soap on the Mersey two important soap-boiling firms came into existence about each of which a word must be said.

In 1814 Joseph Crosfield concluded a bargain for the premises at Bank Quay, Warrington, and a year later his father, visiting him, found the works very complete, but the trade a losing one. Two years later the trade improved, and young Crosfield felt well enough off to get married. The firm made a few kinds of soap and farthing dips, and it was not until the repeal of the soap duty, in the "40s" that any great expansion took place. In 1862 the manufacture of sodium silicate was begun, and this was followed by toilet soap in 1882,

crude glycerine in 1885, caustic soda in 1889, and pure glycerine in 1893, since when a large number of products have been added to the manufactures of the firm. In passing, it is worth mention that in 1892 the use of water-glass for preserving eggs had been discovered, and, in consequence, Messrs. Crosfield greatly developed their manufacture of sodium silicate.

The other firm of which mention must be made is William Gossage & Sons. In 1850 William Gossage started limestone crushing mills at Widnes for the supply of limestone to the alkali works. Five years later he commenced to make soap at Widnes, introducing in 1857 the well-known mottled soap. It was in Gossage's works that the manufacture of sodium and potassium silicate originated, and their use in soap manufacture was worked out. The Liverpool branch of the firm, Taylor & Timmis, was an independent concern until 1865.

Growth of Sumatran Palm Oil Industry

(Special Correspondence)

Until recent years West Africa has supplied most of the world production of palm oil, but Sumatra looks very like becoming a very dangerous rival. Estimates from well informed sources place the production within about seven years as approximately 80,000 tons a year, and in ten years to 100,000 tons, when many more oil palms now being planted will be in full bearing.

The more scientific methods in force in Sumatra, it is claimed, render the oil from this field superior to the African oil, and as a result a higher price is obtained for it.

The palm (*Elaeis guineensis*) is originally a native of West Africa, and has only of late years been brought from that country to Sumatra, but the Sumatran trees, owing to scientific methods employed are now said to be superior to the African, in that they produce greater quantities and better grade oil than those grown on African soil. Moreover, as time goes on, unless Africa pays greater attention to the industry, it is predicted that the Sumatran products will be still further in the van.

The first palm seeds were sown on the East Coast of Sumatra in 1911 by Belgian and French planters who had previously been successful with the trees in Africa, and it is due to the result of their success that the industry has grown to its present proportions.

Levers Show Improved Conditions for 1927

(Special Correspondence)

LONDON, May 4.—The report of Lever Brothers for 1927 makes a distinctly favorable comparison with that for the preceding year, while the balance sheet shows that a further improvement has occurred in the financial position of the company. The balance of profit is substantially higher, the total being £5,390,288, as against £4,899,966 in 1926. This figure is arrived at after charging £454,151 for Debenture interest and making ample provision for depreciation. The directors resume the payment of dividends on the Ordinary shares, which receive a distribution of 5 per cent. Investments in and advances to associated companies show little change, the total being £51,083,300, as against £50,475,316, while shares in other companies stand at £7,385,149, against £7,390,554.

Separating Casein and Gelatine*

According to Wolfschlag, casein may be easily separated from the solution with dilute acetic acid. On the addition of the acid it is possible, under certain circumstances, that some fatty acids may be precipitated with it, but these do not interfere with the determination of nitrogen. According to Kjeldahl, the factor for casein is 6.25. But if the casein cannot be precipitated from the solution, the total amount of nitrogen must be determined, and from this must be subtracted the nitrogen of the gelatine according to the following method.

For the quantitative method of separation of gelatine and albuminous substances A. Striegel gives the following process: 2.5—5 gm. of the gelatine containing substance are boiled for 4—5 hours in a 500 cc. flask with about 200 cc. of water under a reflux condenser in order to transpose all the collagen into glutin.¹ The mixture is then treated with tartaric acid and boiled 30 minutes longer. Then the mixture is neutralized with NaOH or with KOH until only a very weak acid reaction remains, by which most of the acid-albumin is separated, and thereupon in presence of the albumoses is completely precipitated by the addition of 10—20 cc. of a saturated solution of ZnSO₄ or CuSO₄. After some little time the flask is filled up to the mark and the contents are filtered. From an aliquot part of the filtrate the nitrogen is then determined, according to Kjeldahl. As factor 6.25 may serve, or for pure glutin 5.61. If amines are present at the same time, an additional sample of the filtrate may be taken, and after removing from it the gelatine with acetic acid tannin solution (the so-called Almén's reagent) the nitrogen in the amines may be determined and subtracted from the nitrogen in the gelatine. In case of highly complicated mixtures the application of the dialytic method is recommended for separating the colloids from the colloids, which may then be further examined by the above method.

*From *Seifens.-Ztg.*, Vol. 54, No. 27 (1927).

¹ Should the reaction of the solution be alkaline (in consequence of the soap content) it must first be neutralized.

Trichloroethylene in Fat Determinations

J. GROSSFELD. *Chem.-Ztg.* 51, 617-8 (1927).—Trichloroethylene is recommended in place of ether in fat determinations on account of its non-inflammability and insolubility in water. In case where the fat is readily extended, *e. g.*, butter, margarine, etc., a weighed amount of the sample is treated with 100 cc. of trichloroethylene, 25 cc. of the solution is evaporated and the residue weighed; the % fat is then directly read off on a printed table which makes allowance for the increase in volume due to the fat volume in the solvent.—*Chemical Abstracts*.

Testing Keeping Quality of Soaps

F. WITTKA. *Seifensieder.-Ztg.* 54, 795-6 (1927).—The test is based upon the increased catalytic oxidation by copper salts in ultra-violet or sunlight. Moisten the freshly cut surface of the soap with a 0.3% solution of (AcO)₂Cu.H₂O, and expose for 6 hours to the light of a quartz lamp or for a longer time to sunlight or diffused daylight and compare the resulting color with a control test kept in the dark. Soaps from high-grade fats show hardly any change; soaps from low-grade fats and soaps containing rosin will turn brownish; the addition of 2% sodium silicate neutralizes the bad influence of rosin.—*Chemical Abstracts*.

Soaps for the Hair

A Discussion and Comparison of the Various Types and Their Manufacture

by Dr. E. G. Thomssen

SPECIAL soaps for the health of the hair and scalp form a lucrative business if properly established. They are specialties, however, which must be made with greater care, packaged in more costly and appealing style and merchandised with greater expertness than most soap products.

In these days of the post bobbing craze, woman's attention is centered on her hair as seriously as a few years ago when bobbed hair first became the vogue. The present question with many is whether or not to allow the hair to grow long again, now that it has been shortened. Observation would lead one to believe that the tendency is toward long hair. This changing drift of opinion is favorable to selling hair soaps, as the attention of the eternal feminine is already centered upon the hair. The mind is, therefore, receptive to suggestions regarding hair and scalp health as well as its appearance. Of all preparations used for the care of the hair it can be said without contradiction that soap is the most important.

Under normal conditions it is estimated a healthy head of hair consists of at least one hundred thousand individual hairs. Each hair springs from a depression in the scalp. It derives its nutrition and the necessary amount of grease to keep it pliable at the so-called root or bulbular formation under the skin. The nourishment of such a density of hairs upon so small a surface as the scalp requires an unusual number of capillary blood vessels and fat glands. Any interference with the normal functioning of these will usually result in loss of hair.

Common Scalp Disorders

The more common ailments affecting the hair and scalp are dandruff, itching of the scalp, dry brittle hair, excessively greasy hair and falling out of the hair, which results in baldness. Soap plays an important part in the correction of these ills if regularly used.

In the case of men, among whom baldness is more frequent than with women, this disorder is favored by the wearing of close fitting, ill ventilated hats. A deficient blood supply from a tightfitting scalp results. This causes a skin disease which develops into dandruff. The disorder is usually an inflammation (seborrhea) affecting chiefly the glands supplying oil, then it spreads to the hair roots so that the hair becomes fine and dry and later falls out. Dandruff itself is presumed to be due to a parasite and is somewhat contagious. Dandruff may be present a number of years before the hair falls out but as baldness increases it decreases. Soap, particularly antiseptic soap, is an efficient remedy for the eradication of dandruff and consequently aids in the prevention of baldness.

Men ought to wash their heads at least once a week and women every other week. Cleanliness is the first essential to hair health. The lather during the shampoo, should be well rubbed into the roots. After drying, a vigorous

massage and brushing of the scalp is advisable. The systematic and hygienic treatment of the scalp is all that is needed to keep the hair healthy under ordinary conditions.

Hair Soaps Classified

For the sake of convenience hair soaps may be divided into four different classes.

These are:

1. Solid soaps with or without the addition of therapeutic agents.
2. Powdered soaps to which may be added medicaments or hair cleaning and coloring substances.
3. Cream soaps, some of which are also termed egg shampoo.
4. Liquid soaps.

Each type has its advantages and uses which may meet the fancy of the ultimate critic and consumer.

The question of selling and keeping the consumer as a constant user of the preparation is a problem of sales and advertising. A good efficient preparation, with an acceptable perfume, properly and pleasingly packaged is as far as the manufacturing department can go. The other details are in the hands of other experts who must promote the product with a story of its efficiency that will convince the consumer. It is absolutely necessary that the product be as perfect from a manufacturing standpoint as it can be made. Competition in these lines is keen and flaws in manufacture may result most disastrously. It is necessary that a hair soap be made correctly in every detail.

In an article of this kind it is only possible to describe superficially the various types of these soaps. To obtain suitable products they must be made by men of experience, who more intimately understand laboratory technique.

Lather an Important Consideration

The lather from a hair soap greatly influences its sale. Many consumers judge its value on this point alone. During the washing operation the soap should produce a profuse lather and yet one that rinses out quite easily. Therefore, a soap should be built up that is easily soluble in water. In this respect one should also consider the reasons for the cleansing action of the soap, as well as the fact that hard water may be used for the shampoo. To improve the emulsifying action of the soap, substances like albumin, gums, certain sugars and other emulsifying agents may be added in small quantities. To counteract the action of hard water borax, sodium or potassium carbonate or sodium silicate are often used. J. Augustine* in a recent paper highly recommends the addition of sulfonated castor oil (Turkey red oil) for this purpose. He claims that the addition of 20% of this oil renders the soap stable against the formation of lime soap as well as being effective for the cure of dandruff. The sticky, coarse feeling which is incident to washing the hair in hard water and the formation

*Sci. Ztg. Vol. 54 No. 14 Page 268.



of insoluble soaps is something that needs careful consideration in making a hair soap.

Soaps containing high percentages of coconut oil are probably the most popular. Certain other oils and fats like olive oil, castor oil, tallow and stearic acid are used to a less extent. The kind of soap to market and which will grasp the public taste is undoubtedly the most serious problem. All forms have their following. As a result it is difficult to meet every popular demand with anyone of the various soaps.

Solid Hair Soaps

Without a doubt solid hair soaps are the most economical from the consumer's standpoint. These may consist of ordinary cold-made coconut oil soap with or without the addition of pine tar or other medicament. Milled soaps are also found in this class as well as transparent soaps. To a less extent one also finds a feather weight soap, made by neutralizing stearic acid with potassium and sodium carbonates and recommended for washing the hair.

To fully discuss each of these soaps would involve greater detail than this article purposes. We will, therefore, but briefly consider them.

Cold-made coconut oil soap is produced by mixing together in a crutcher at a temperature of about 90° F. a high grade coconut oil and caustic soda lye. To 100 lbs. of oil, 65 lbs. of 35°B lye is the proper proportion. When the mixture is well emulsified, the perfume color or medicament are added and it is dropped to the frame to complete the saponification. The frames should be well covered during this operation or better still be kept in a hot room. When the mass has saponified and cooled, which takes from three to five days, it is stripped, slabbed, cut into cakes and pressed. Pine tar (5%) is most frequently used to medicate a soap of this type. Other medicaments like cresol mercuric iodide in solution, or thymol solution may also be used. In some cases the soap is colored green and a pine perfume is added as consumers of hair preparations have been led to believe that pine needle oil is good for the hair. Needless to say precaution must be exercised in the selection of the medicament, the color and perfume for cold-made soaps. Alkali proof dyes and perfumes only should be used.

For the manufacture of milled hair soap a base consisting of 50% cold-made coconut oil soap and 50% ordinary tallow soap base is admirably suited. Olive oil soaps are also used but the weak, slimy lather produced is not to the liking of the user. The coconut-oil-soap-tallow-soap-base combination produces a soap that is easily milled, takes up the medicaments readily and gives the desirable lather which rinses out of the hair easily. Coconut oil soap, too, has greater disinfectant properties than soap made from other oils or fats.

Very little need be said concerning the production of milled hair soaps. The same therapeutic agents as are added to cold-made soaps are employed. Too great reliance upon the medicinal properties to the exclusion of the value of the soap itself is a pitfall that should be avoided in medicating hair soap. It is alright to feature them but sight should not be lost of the fact that in most cases the soap itself is of greater value than any medicament which may be added.

The feather-weight hair soaps made from stearic acid are of doubtful value. They may better be considered a curiosity. These are produced by placing into a crutcher the required amount of potassium carbonate solution or a

mixture of potassium and sodium carbonates (6 to 1 based on the solid weight is about the right proportion) and then running in molten stearic acid until all the carbonates have combined. The last 5% of the stearic acid is best neutralized with a 35° Be. caustic potash solution. As to proportions, it takes 24¼ lbs. of solid potassium carbonate to neutralize 100 lbs. of stearic acid and 18⅔ lbs. of solid sodium carbonate to neutralize the same amount of stearic acid. A formula as to proper proportions, therefore, should be.

100 lbs. Stearic Acid
52 lbs. 40°B Potassium Carbonate Solution
10 lbs. 40°B Sodium Carbonate Solution
3 lbs. 35°B Caustic Potash Lye

In this formula the end point should be adjusted by the addition of caustic potash lye or stearic acid, as may be found necessary by testing.

The test for neutrality is made by taking a uniform sample and boiling in neutralized alcohol, using phenolphthalein as the indicator. By this test the soap should show a slight alkalinity when it is finished and dropped to the frame. The finished soap may be stripped after being in the frame for three or four days. It is then slabbed and cut into cakes. Soap of this type does not press except under great difficulty. It is best handled by drying and if stamping is required, hand stamping is the best method.

Transparent hair soaps do not differ to any great extent from ordinary transparent soap. They are ordinarily perfumed and colored for distinctiveness, following the lines already described under cold-made or milled soaps. Precautions must be observed, however, that no perfume material or medicament be used which will spoil the transparency of the soap. Their method of manufacture is the same as that used for ordinary transparent soaps.

Powdered Hair Soaps

Powdered soaps offer no particular difficulty in manufacture. They consist of ordinary soaps such as are made for milled soaps. In some cases these soaps are filled with a considerable amount of soda ash, borax or trisodium phosphate. One particularly favorite soap is a pure coconut oil soap highly filled with crystallized sodium carbonate and ground into coarse granules. In other cases medicaments such as are added to solid soaps are employed.

Henna shampoos in the form of powders are popular. These products tint the hair a reddish brown during the washing. They consist of powdered soap to which is added borax (about 40%) and pulverized henna (5 to 10%).

The third class of hair soaps are creams. These vary considerably in appearance and consistency. Ordinary shaving cream is often used with the addition of some pine tar. This really makes a very excellent preparation.

The so-called egg shampoos fall into the cream type. These consist of potash-coconut oil soaps that spread easily over the hands so that they may be worked into the hair. The difficulty is to make a soap with this spreading quality. Powdered egg may or may not be added.

A typical formula for egg shampoo is:
170 lbs. Coconut Oil (Cochin type)
180 lbs. Potash Lye 28°B
70 lbs. Water

8 ozs. Potassium Carbonate

Heat until saponification has been completed and correct with lye or coconut oil to make practically neutral then mix in thoroughly 3½ lbs. coconut oil.

In making this product it is important to have the free

coconut oil present as this gives the soft spreading qualities. Transparent jellies are also used. These consist of coconut oil, soft soaps, or potash soaps, to which is added glycerine and alcohol to produce the desired transparency.

Liquid Hair Soaps

Liquid shampoos, which comprise the fourth type of hair soaps, are the most easily used and are probably the most popular. They consist of liquid soaps which are colored, perfumed and medicated according to the ideas of the manufacturer. Coconut oil and sometimes olive oil are used for making these preparations. A typical formula for the base is:

130 lbs. Coconut Oil
135 lbs. Potash Lye 28°B
72 lbs. Sugar
2 lbs. Borax
270 lbs. Water

First saponify the coconut oil, then add the borax and 200 lbs. of water. Mix until soap is in solution. Dissolve the sugar in 70 lbs. of hot water and add after the soap is all dissolved. Perfume, color and medicate to suit. Allow the finished product to stand at least two weeks to clarify. Then filter and fill. If olive oil is used instead of coconut oil use 26°B potash lye instead of 28°B lye. Alcohol and glycerine may be added to this liquid soap to keep it from freezing if it is desired. These should replace a part of the water or may be added directly to the finished soap.

In conclusion we will again state that care in manufacture in preparations. Unless due care is employed and a full will contribute largely to the attractiveness of hair cleans- understanding of the difficulties which may arise is exercised, disaster may result in marketing an article of this type.

Humidity of Soap Powders

It is not possible, according to Rosenberg and Lehner, to estimate the humidity of soap powders by desiccation at 105° C., because they decompose, as shown by the odor. They therefore propose heating the powders to a constant weight in a vacuum under a pressure of 60 millimetres, at 60° to 65° C., during 10 to 20 hours.

To quantitatively analyse the non-saponifiable matter, non-saponified fat and free fatty acids, 10 grammes of the product are drained, during 15 hours, with petroleum ether. The percentage of non-saponified matter in their experiments did not attain 1% in any of the materials examined. —*British Soap Manufacturer.*

Glycerine Production in Czechoslovakia

Czechoslovak production of glycerine has increased fairly consistently since 1919 even though the soap industry has not regained its pre-war position. No figures are obtainable as to total production, but the Czechoslovak Chemical Association states that soap factories in general are operating much below capacity. Not only have they lost their markets to a large extent in the other Succession States but the domestic market has been invaded seriously by foreign products. Imports of soap and wax products as a whole were nearly double the value of exports during 1927.

The foreign trade in glycerine, on the other hand, has developed steadily in Czechoslovakia's favor with the single exception of crude glycerine.

Features of Soap Materials Market

(Continued from Next Page)

country for these oils. Stocks of palm kernel and palm oils here are rather small, but many large consumers are under contract for their immediate future requirements with oil still to be shipped from abroad. A. H. HORNER.

INDUSTRIAL CHEMICALS

The market continued along quiet lines. There has been some criticism of the present price policy, but no one anticipates any serious fluctuations before summer. In some instances it is said that prices are very close to production costs. A slight increase in contract deliveries has been reported over the past month by some of the alkali manufacturers.

Most of the big items like soda ash and caustic soda have not been under much pressure since the first of the year, but with the advent of some seasonal slackening in shipments, a little more competition from outside brands may be noted. Other chemicals remained steady under a moderate demand. Competition between domestic sellers and importers of caustic potash is still rather keen, but openly prices have failed to show any material change. Carbonate potash has remained reasonably steady throughout the period.

Other Soap Materials

Soap makers were showing a fair interest in rosins, but the call from the paint and varnish trades has not been very active, this being due to unusually low temperatures, and by the increased use of cellulose lacquers. The tendency of prices was downward. Demand has been fair but not sufficient to take care of the large receipts. Other items failed to show any material change. Starches remained firm at the higher prices recently established. A little more interest has been shown in glycerine, and most sellers appear to be more optimistic over the outlook.

Advertising Campaign of Soap Industry Now Under Way

The advertising campaign of the Association of American Soap and Glycerine Producers, inaugurated in February, 1928, as part of the joint effort of the soap industry to increase the use of soap, is now in full swing. The campaign is coordinated with the program of Cleanliness Institute which the association organized a year ago to deal with cleanliness in its broadest scope—not only the practical questions of health, comfort, and efficiency, but also the relation of cleanliness to self-respect, behavior, character, aesthetics, and the higher values of life.

The advertisements are being directed by varying groups, to consumers, industries, social service and health groups. A different medium and a different appeal has been chosen to reach each of them.

Keeps Him in Touch With Affairs

(W. T. Warren, Jr., president Golden Peacock, Inc., Paris, Tenn.)

Incidentally, your magazine is anxiously awaited by our chief chemist, Mr. H. W. Fisk, and myself. Being so far from the big markets it keeps us in line with what is taking place in the industry and also advises us regarding changes in prices.

MARKET REVIEW ON TALLOW, ETC.

TALLOW

With the rapid rise in the commodity market, particularly such items as lard and cottonseed oil, the price of tallow was headed toward 9c. However, with the abrupt decline last week of the cottonseed oil and lard market tallow seemed to lose some of its momentum. City extra tallow has sold during the interval as high as 8½c. per pound loose f.o.b. seller's plant, although the price still stands at 8½c. The market, nevertheless, is quite sensitive and is liable to movement in either direction under comparatively slight influence. Conditions of supply are yet such as not to make a drastic drop likely.

Grease during the period awoke from its dormant state and undoubtedly more of the lower grade greases and No. 2 tallow were traded in than the better grade material. This unexpected activity can be accounted for by the tight situation in palm oil. Last actual sales of best quality house grease have been made at 7¼c. per pound loose New York; brown grease has brought up to 7¼c.; No. 2 tallow, depending on quality, reached the level of 8c.

The Middle West has experienced a steady activity in lower grade greases and tallow. The situation there at present is one of quiet steadiness, sellers not pushing sales, particularly on lower grades. Last trading in Prime Packers' tallow was at 8¼c. Chicago and 8½c. Kansas City. 40-40 stock is scarce and went into consumption last at 7¼c., Chicago.

E. H. FREY.

GLYCERINE

Following the writing of our April review, the price for chemically pure glycerine was reduced to 15c. per lb., drums extra, which is the price generally quoted today, although it is known that somewhat lower figures are being accepted in some cases. The glycerine market as a whole, is sentimentally stronger, and in fact, prices for dynamite glycerine have moved up 1c. per lb., from the lowest point reached on the recent decline. There is no particular demand for dynamite glycerine, and in fact, the consumption of this grade has shown more of a decline in the last two years than for sometime previously. The use of it for explosives, which is the main outlet, is likely to continue to decline gradually from now on, for the substitute has been found to be more satisfactory in many cases. It is expected that the loss in this direction will be made up by an increased use in other lines. Chemically pure is gaining all the time, and there appears no danger of a substitute affecting this grade for some time to come. The outlook, at present, is for higher prices between now and the end of the year, but it is not expected that chemically pure can reach a level above 18c. to 20c., and there are some angles to the situation which may militate against more than a fractional advance beyond the present level.

W. A. STOPFORD.

VEGETABLE OILS

Developments during the last few days have caused the vegetable oil market generally to become somewhat firmer. The cold and rainy weather throughout the South is having

some effect on the cotton crop and at this writing, cottonseed oil is steady to firm at 9c. lb. at Southern points with the tendency seemingly upward. Crude corn oil is also experiencing quite some activity and is firmly held at 9½c. lb. in tank cars at the mills for May and June shipments.

Coconut oil has not been so very active of late, but is held steadily at 8½c. lb. New York and 8¼c. lb. Pacific Coast for either Manila or Domestic Ceylon grade in tank cars for May forward shipment. The copra market is still firm in the Philippines and compared to last year, arrivals of copra have been very small. There have been some fairly large inquiries for Manila oil for forward shipments from the Philippines, but buyers' and sellers' ideas are too far apart.

Palm kernel and palm oils in Europe are steady and there has been a fairly good demand from soap makers in this

(Continued on Preceding Page)

SOAP MATERIALS

Tallow and Grease

Tallow, New York, Extra 8½c. Edible, New York, 10c. Yellow grease, New York, 7¼-7½c. White grease, New York, 8c.

Rosin, New York, May 16, 1928:

Common to good	8.20	I	9.00
D	8.25	K	9.05
E	8.75	M	9.15
F	8.85	N	9.85
G	8.95	W.G.	10.40
H	9.00	W.W.	10.75

Starch, pearl per 100 lbs.	\$4.02	@
Starch, powdered, per 100 lbs.	4.12	@
Stearic acid, single pressed, per lb.	.11	@
Stearic acid, double pressed, per lb.	.11¾	@ .12½
Stearic acid, triple pressed, per lb.	.13¾	@ .14½
Glycerine, C. P., per lb.	.15	@ .16½
Dynamite	.12	@ .12½
Soap, lye, crude 80 per cent, loose per lb.	.07¾	@ .07½
Saponification, per lb.	.08¾	@ .08¾

Oils

Coconut, edible, per lb.	.10¼	@ .10½
Coconut, Ceylon, Dom. per lb.	.09¾	@ .10
Palm, Lagos, per lb.	.08	@ .08½
Palm, Niger, per lb.	.075½	@ .07¾
Palm Kernel, per lb.	.09¼	@
Cotton, crude, per lb., f. o. b., Mill	.09	@
Cotton, refined, per lb., New York	.10¾	@
Soya Bean, per lb.	.13¾	@ .13½
Corn, crude, per lb.	.10	@ Nom.
Castor, No. 1, per lb.	.14	@
Castor, No. 3, per lb.	.13½	@
Peanut, crude, per lb.	.12	@ Nom.
Peanut, refined, per lb.	.13½	@ Nom.
Olive, denatured, per gal.	1.25	@ 1.40
Olive Foots, prime green, per lb.	.10¼	@ .10½

Chemicals

Soda, Caustic, 76 per cent, 10 lbs.	2.90	@ 3.00
Soda, Ash, 58 per cent, per 100 lbs.	1.32	@ 1.67
Potash, Carbonate, 80@85 per cent, per lb., N. Y.	.07½	@ .07¾
Potash, Carbonate, 80@85 per cent, per lb., N. Y.	.05¾	@ .05½
Salt, Common, fine per ton	15.00	@ 24.00
Sulphuric acid, 60 degrees, per ton	10.50	@ 11.00
Sulphuric acid, 66 degrees, per ton	15.00	@ 16.00
Borax, crystals, per lb.	.04¼	@ .04½
Borax, granular, per lb.	.04	@ .04½
Zinc oxide, American, lead free, per lb.	.06½	@ .06¾

y
a
r

e
is

=

oc.
ew

.00
.05
.13
.85
.40
.75

2¼
4¼
6½
2½
77⅞
83¼

107⅞
10
08¼
07¾

13½
Nom.

Nom.
Nom.
40
10½

00
57

07¾

057⅞

00
00
00

4¾
4¼
6¾